



Tourist Preferences, the Use of Social Media, and Travel Behaviours among Youth in Malaysia

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ABSTRACT

The tourism sector in Malaysia plays a significant role in driving economic development, with particular emphasis on the youth travel market. The influence of social media on young individuals' travel preferences and behaviours is of considerable importance. However, there still needs to be more understanding of the specific relationship between tourist preferences, social media use, and travel behaviour among youth in Malaysia. This study aims to determine the relationship using a quantitative research design. A cluster sampling technique was used to select a sample of youth in Malaysia. Data were collected through an online survey and analysed using descriptive and inferential statistics Pearson Correlation. The study showed that social media significantly affects young travel behaviour, social media use, and tourist behaviour in Malaysia. The tourist preferences (min=4.352), use of social media (min = 4.005) and travel behaviour (min = 4.238). Pearson Correlation was used to determine the significant relationship between tourist preferences, the use of social media and travel behaviour. The results showed that travel behaviour was positively and significantly correlated with tourist preferences ($r = 0.6282$, $p < 0.01$) and the use of social media ($r = 0.540$, $p < 0.01$). These results contribute to a better understanding of the relationship between tourist preferences, social media use, and travel behaviour among youth in Malaysia. The findings are also expected to interest tourism marketers and policymakers in developing strategies to attract and retain youth travellers.

1. Introduction

The tourism sector in Malaysia is a crucial economic driver of the country's development. A total of 238,730,000 foreign youths contributed to RM0.24 billion in total youth revenues for Malaysia in 2022 [10]. The overall youth receipts show that the tourist sector directly affects the economy. The tourism sector can prosper if it concentrates on trends and has a specific target market, especially among young people. Malaysia can continue attracting foreign youths and producing significant tourism profits by concentrating on developing trends and specific niches. Destination marketers must comprehend the driving forces behind people's travel decisions in

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order to develop marketing plans that satisfy the varied demands and preferences of tourists. By following these guidelines and using effective marketing techniques, Malaysia's

In order to develop new products and become more competitive, tourism businesses across the globe are branching out into new markets and studying travellers' preferences. According to Hysa, Karasek, and Zdonek [6] there is a new focus segment known as Generation Z. Recently, some countries have begun to pay attention to the Generation Z market segment. The generation born between the middle of the 1990s and the beginning of the 2010s is referred to as "Generation-Z" or simply "Gen Z." According to Haratikka and Anita [5], this generation is often characterised as tech-savvy, multicultural, and socially sensitive. When Gen Z travels, they frequently seek out unique, sincere, and moral experiences. Because they value life-changing experiences more than material possessions, they are more inclined to travel for social influence, cultural immersion, and personal growth.

Gen Z travellers also tend to be tech-dependent, particularly when it comes to planning and booking vacations. They are more likely to use social media, travel apps, and internet reviews to research destinations, get the best deals, and connect with other travellers. Gen Z's passion for travel generally reflects their larger ideals, which include diversity, inclusivity, and sustainability in addition to their quest for life-enriching experiences and personal growth. Key stakeholders increasingly acknowledge youth tourism because of its positive social and economic returns. This target population serves as the main source market for many travel and tourism destinations. Every generation sets itself apart with unique experiences, values, attitudes, and beliefs that undoubtedly result in unique consumer behaviour traits. The behavioural disparities across generations are becoming more and more apparent. The present generation of Z is different from previous generations in several aspects. It is necessary to research tourist purchasing behaviour to comprehend the differences in the purchasing behaviours of different segments. In light of this, the current study explores the travel patterns of youthful Malaysian tourists visiting domestic holiday spots.

Additionally, this research's concentration on local tourists differs from other research's heavier emphasis on foreign visitors. The significant travel preferences, social media usage, and how these two factors influence travel behaviour are possible examples of how the variations may be seen. The current study's main area of interest is these behavioural characteristics. Generation Z tourists' preferences, social media use, and travel behaviour in Malaysia have not yet been extensively studied. This research presents the issue description, questions, and hypothesis as a guide for more successful tourism marketing for this demographic and to better understand their consumer behaviour.

2. Methodology

2.1 Population

The term "population" refers to the collection or group of all the units to whom the researcher's conclusions should be applied. Following the definition of population, it is made up of all the units to which study findings can be applied. In other words, a population is a collection of all the units that share the variable characteristic under investigation and for which generalizations from the research can be made. The researcher must decide the study population well before the start of research activities so they can correctly plan the process and carry it out quickly and without difficulty [8]. The population of this investigation is Malaysian youth. According to the Department of Statistics Malaysia [3], there were approximately 7.9 million adolescents aged 15-24 in Malaysia, or 24.6% of the total population. However, The Malaysian government modified the term "youth."

The Youth Societies and Youth Development (YSYD) Act of 2007 designated youth as anyone between 15 and 40. However, in July 2019, Parliament modified that law to lower the maximum age from 40 to 30. The National Youth Policy 2015, which replaced it, redefined youth as individuals between the ages of 15 and 30. The National Youth Development Policy of Malaysia 1997 defined youth as persons aged 15 to 40.

Recent statistics show that 15.1% of Malaysia's population, or 9.9 million people, are fewer than 30, as opposed to 15.1%, or 15.1 million, between the ages of 15 and 40. With an annual population growth rate of 0.2 per cent, Malaysia's estimated total population in 2022 will be 32.7 million, up from 32.6 million in 2021. The decrease in the number of non-citizens from 2.6 million in 2021 to 2.4 million in 2022 is the cause of the population growth rate slowing down. This is consistent with the travel restrictions put in place by various nations when the COVID-19 pandemic spread worldwide in 2020 and 2021. The population of Citizens increased from 30.0 million in 2021 to 30.2 million in 2022, with a growth rate that fell from 0.8% to 0.7% over that time. In 2022, the proportion of people who are 15 to 64 years old (of working age) rose from 69.4% in 2021 to 69.5% in 2022. Youth development is continually at the top of Malaysia's national development agenda because a sizable share of the country's population is under 30.

2.2 Sampling Technique and Sample Size

This investigation employed cluster sampling to select its sample. Cluster random sampling is a probability sampling technique in which researchers divide a considerable population into smaller groups called clusters and then randomly choose a sample from among the clusters. Segment sampling is frequently used when the population and the required sample size are vast. The researcher divides the entire population into discrete groups or clusters in a cluster sample. A random selection of these clusters is chosen after that. The sample consists of all observations falling within the selected clusters. This approach is generally utilized when the population is sizable, dispersed, and difficult to reach. Ideally, the clusters should reflect the traits of the population [9]. The researcher divided the population into smaller, easier-to-manage groups based on shared traits, which is the age group of the youth population, by using cluster sampling. When populations are widely distributed geographically, cluster sampling is beneficial. The researcher will organize people within a community into a single cluster to create clusters based on a geographical area. Researchers in the behavioural and social sciences are well known for using the Krejcie and Morgan [7] table to determine sample sizes. This table can be used for any defined population and does not require any calculations. A sample size of 384 is enough for a population of 100,000 or more. Since the youth population in Malaysia surpasses more than 100,000, the sufficient sample size for this study is 384 respondents. The sample size was determined following the recommendations of Krejcie and Morgan [7] for investigations with populations of more than 100,000. This research utilized a survey form as a medium for the questionnaire and was distributed to the representatives from each state during two weeks of data collection.

2.3 Instrument

The main research instrument for this research is a questionnaire. The questionnaire survey used in this research was adopted and adapted from prior research on tourist preferences, use of social media, and travel behaviour. The instrument comprised five Likert scale items to measure tourist preferences, use of social media, and travel behaviour. Questionnaires were used as the research instrument in this research. The questionnaire is broken into numerous sections

corresponding to the research topic's variables. Questions on the demographic profile, dependent variable, and independent variables are included. There are other questions with a Likert scale ranging from one (strongly disagree) to five (strongly agree). This Likert scale has the advantage of making the researcher's job easier. This is because some responders can select the neutral option if they do not want to consider the subject. This five-point Likert scale encourages respondents to select from various response alternatives, which provides the researcher with more information. The questionnaire used in this research has four sections. The first section includes the demographic section to identify and differentiate different respondents. Section B includes question items on the dependent variable, which is travel behaviour. The following two sections contain items of independent variables (Tourist Preferences and Social Media Usage). The authors conduct a pre-testing and pilot study before distributing the questions to respondents to ensure the validity of the questionnaire. Two tourism specialists reviewed and validated the instrument to guarantee its content validity. This pre-test aids the researcher in identifying and correcting any errors in the questionnaire's questions. According to Crossman [2], in order to determine the most effective way to perform a large-scale research project, researchers often conduct a preliminary small-scale study known as a "pilot study." Using a pilot study, a researcher can, among other things, define or modify a research issue, decide which approaches are most effective for pursuing it, and calculate how much time and resources will be required to finish the larger version. Pilot studies can help select the appropriate research methodologies, resolve unforeseen project problems, and establish a research project's viability.

2.4 Reliability Analysis

The most famous indicator of internal consistency (or "reliability") is Cronbach's alpha. It is most frequently applied when a scale of several Likert questions in a survey or questionnaire needs to be tested for reliability. A measurement method or tool is regarded as dependable if it regularly gives the same score to subjects or objects with equal values. In other words, the degree to which a measure is bias-free determines how consistently accurate measurements are made throughout time and among different instruments' items [1]. The researcher then used Cronbach's alpha coefficient to evaluate the instrument's reliability. The coefficient was calculated independently for each instrument section.

Cronbach's alpha coefficient was used to determine the reliability of each variable's questions in the survey in this research. Table 1.0 shows Cronbach's alpha value for each variable.

Table 1
Cronbach's Alpha for each variable

| | Variables | Number of items | Cronbach's Alpha Value |
|-----|---------------------|-----------------|------------------------|
| DV | Travel Behaviour | 10 | 0.830 |
| IV1 | Tourist Preferences | 5 | 0.801 |
| IV2 | Social Media Usage | 10 | 0.787 |

Source: Tourist Preferences, Social Media Usage and Travel Behaviour among youth in Malaysia (2023),n=46

Based on Nunnally [13] and Devellis [14], a minimum level scale that can be accepted is 0.70, considered high reliability. The result for the reliability test of Travel Behaviour with the value of

Cronbach's Alpha was 0.830, Tourist Preferences was 0.801, and Social Media Usage was 0.787 with ten total items; hence, all variables are retained.

2.5 Data Collection

The researcher used a survey instrument to collect the data. The research's objectives are achieved using this method to gather appropriate and sufficient results. Nevertheless, the researcher used a quantitative strategy. A self-administered questionnaire was distributed to selected respondents to collect data. A cover letter clarifying the purpose of the study and assuring respondents of the confidentiality of their responses accompanied the questionnaire. The survey was shared with respondents using a cluster sampling technique and two weeks were allocated to respondents to complete and return the questionnaire.

2.6 Data Analysis

This study used an IBM-SPSS version 27 for descriptive and inferential analysis. IBM-SPSS is the best instrument for processing and analysing the data because this research requires descriptive analysis, reliability testing, correlation testing, and multiple regression analysis.

2.7 Descriptive Analysis

A type of data analysis known as descriptive analysis helps to describe, illustrate, or helpfully summarise data points so that patterns that satisfy all the data requirements can emerge. It is a method for finding connections and patterns in recent and old data. A crucial step in data exploration is descriptive analysis, which summarises and defines a dataset's key characteristics. The frequency distribution, central tendency, dispersion, and identifying position of the data are all vitally revealed by this information. Descriptive analysis is an essential research strategy as the researcher seeks to understand population trends, identify causal correlations between variables, or create new measures for fundamental phenomena. It could greatly aid numerous descriptive and causal research projects when properly applied.

2.8 Pearson Correlation Coefficient Analysis

Bivariate analysis that assesses the direction and degree of the relationship between two variables is called correlation. The correlation coefficient's value ranges from +1 to -1 depending on the strength of the association. The complete degree of correlation between the two variables is indicated by a value of 1. The association between the two variables will be weaker as the correlation coefficient value approaches zero. The coefficient's sign specifies the relationship's direction; a + sign denotes a positive relationship, and a - sign denotes a negative relationship. Typically, we measure four different types of correlations in statistics; however, this study will use Pearson Correlation. Pearson's correlation coefficient assesses the relationship between two continuous variables [4].

3. Results

The sample comprised 384 Malaysian youths aged 18 to 30 from five different states. Most respondents were Malay (66%) and female (57.6%). The preponderance of respondents was

unmarried (93.2%) and undergraduate students (79.2%). The monthly average income of respondents was MYR 1,956. Most respondents indicated their parents had completed secondary school (51.2%) or postsecondary school (36%). The private sector employed most respondents' parents (46.4%), followed by the public (37%). Most (84%) reported receiving financial assistance from their parents or guardians.

Table 1 presents the socioeconomic origin of the respondents. The findings indicate that the socioeconomic status of the sample was relatively diverse. However, most respondents came from families with at least a secondary education and received financial support from their parents or guardians.

3.1 Descriptive Results

The descriptive statistics for the tourist preferences, use of social media, and travel behaviour scales are presented in Table 2. The mean, standard deviation, and range of scores are reported for each scale.

Table 2
 Descriptive statistics for tourist preferences, use of social media, and travel behaviour

| Construct | Indicator | Mean | Standard Deviation |
|---------------------|-----------|------|--------------------|
| Tourist Preferences | TP1 | 4.39 | .943 |
| | TP2 | 4.44 | .747 |
| | TP3 | 4.02 | .953 |
| | TP4 | 4.41 | .744 |
| | TP5 | 4.50 | .846 |
| Use of Social Media | USM1 | 4.68 | .683 |
| | USM2 | 3.35 | 1.420 |
| | USM3 | 3.82 | 1.335 |
| | USM4 | 3.55 | 1.609 |
| | USM5 | 3.03 | 1.569 |
| | USM6 | 4.68 | .747 |
| | USM7 | 4.50 | .846 |
| | USM8 | 4.44 | .963 |
| | USM9 | 4.29 | 1.019 |
| | USM10 | 3.71 | 1.019 |
| Travel Behaviour | TB1 | 3.67 | 1.328 |
| | TB2 | 4.23 | 1.020 |
| | TB3 | 3.67 | 1.072 |
| | TB4 | 4.52 | .827 |
| | TB5 | 4.08 | 1.127 |
| | TB6 | 4.44 | .914 |
| | TB7 | 3.98 | 1.074 |
| | TB8 | 3.97 | 1.037 |
| | TB9 | 4.45 | .768 |
| | TB10 | 4.38 | .799 |

Source: Tourist Preferences, Social Media Usage and Travel Behaviour among youth in Malaysia (2023),n=65

3.2 Descriptive Analysis

Each variable was examined using the means of 25 items. Table 3 displays the summary mean and standard deviation values for each variable. Most respondents agreed with the item's assertions depending on each variable, suggesting that all factors have a mean score above 3.00.

This aligns with Abdul-Latif *et al.*, [12] exploring how domestic tourists use social media before, during, and after their trips. As a result, most respondents agreed with the statements made by the item based on each variable.

Table 3
Summary mean for tourist preferences, use of social media, and travel behaviour

| Construct | Summaries Mean |
|---------------------|----------------|
| Tourist Preferences | 4.352 |
| Use of Social Media | 4.005 |
| Travel Behaviour | 4.238 |

The study's results are interesting and remarkable since they show that young people in Malaysia have comparatively high tourist preferences, social media usage, and travel behaviour. According to these results, young people in Malaysia are engaged in social media travel and use it to plan and experience travel. This is a notable discovery because it emphasises how social media significantly influences young people's travel behaviour in Malaysia. Young people now have easy access to a variety of knowledge about various travel places, activities, and experiences thanks to social media. Additionally, it enables young people to network with other travellers and exchange personal travel stories.

3.3 Inferential Results

Bivariate analysis was conducted to investigate the relationship between the respondents' tourist preferences, use of social media, and travel behaviour. Pearson's correlation coefficient was used to examine the bivariate relationship between tourist preferences and travel behaviour and between the use of social media and behaviour. The bivariate analysis results are presented in Table 4. Travel behaviour was positively and significantly correlated with tourist preferences ($r = 0.6282$, $p < 0.01$) and use of social media ($r = 0.540$, $p < 0.01$).

Table 4
Bivariate correlations between tourist preferences and travel behaviour

| | Tourist Preferences | Travel Behaviour |
|----------------|---------------------|------------------|
| Pearson | 1 | .628** |
| Sig (2 tailed) | | <.001 |
| N | | 384 |

** $p < 0.01$

The data analysis found strong and favourable relationships between travel behaviour, tourist preferences, and social media use. There is a strong positive correlation between travel behaviour and tourist preferences, as indicated by the correlation coefficient (r) of 0.6282. Similarly, there was a moderately positive correlation (r of 0.540) between social media use and travel behaviour. The p -values used to examine these correlations' statistical significance were both less than 0.01, demonstrating their significance at the 0.01 level.

This suggests that the ties between travel behaviour, tourist preferences, and social media usage are more likely to result from real and significant ties than chance events. It is crucial to stress that correlation does not indicate causation and additional research is required to

comprehend the underlying causes of these interactions fully. Interpreting the strength and significance of these associations also requires considering the sample size and participant characteristics.

Table 5
Bivariate correlations between use of social media and travel behaviour

| | Use of Social Media | Travel Behaviour |
|----------------|---------------------|------------------|
| Pearson | 1 | .540 |
| Sig (2 tailed) | | <.001 |
| N | | 384 |

** p < 0.01

Based on other studies that looked at pertinent signs of changes in Gen Z travel behaviour, this research used three leading indicators: Tourist Preferences, Social Media Usage and Travel Behaviour. In order to understand what factors impact young travellers in Malaysia, the research was started to examine their behaviour and preferences. In order to effectively cater to the needs and desires of future tourists, businesses operating within the tourism sector must conscientiously take into account the preferences of these visitors in conjunction with the policies and regulations set forth by the government. Despite their limited disposable money, businesses regard young individuals as crucial consumers due to their susceptibility to both external influence and their ability to influence others. For instance, many university students are currently undertaking journeys to see destinations they have encountered on their social media platforms. The cause of this phenomenon can be attributed to the increased engagement in social media platforms.

Moreover, the process of organising vacations and holidays is predominantly conducted through internet platforms. Hence, it is imperative for firms to capitalise on the potential afforded by these platforms by incorporating them into their marketing arsenal and strategic initiatives. The present study investigated a cohort of young Malaysian individuals who engaged in domestic travel inside their nation. The tourism industry should examine the determinants that contribute to the higher propensity of young Malaysians to allocate their expenditures towards domestic travel, as well as their behaviours throughout their trip experiences. A comprehensive comprehension of the behaviours exhibited by individuals in the tourist sector would prove advantageous to policymakers and marketing professionals.

From the perspective of traveller behaviour, this phenomenon presents potential avenues for young individuals, namely university students without a consistent income, to explore the country and expand their perspectives. From a business perspective, this has the potential to enhance their commercial viability and promptly contribute to creating job opportunities, promoting economic advancement, and augmenting the nation's gross domestic product (GDP) expansion. Besides facilitating social cohesion, youth tourism constitutes a substantial industry catalysing innovation and progress. Destination management agencies must capitalise on this opportunity to strategically steer the expansion of domestic tourism. In order to cultivate a tourist economy that is less reliant on international travel and more resilient in nature, it is imperative to have a comprehensive understanding of individuals' attitudes towards travel. Additionally, it is crucial to examine critically and question prevailing narratives and assumptions surrounding tourism that may impose limitations on its potential. Consequently, the expansion of tourism will be directed in a manner that aligns with projected demand levels.

The youth demographic represents a significant market segment with substantial implications for future progress, encompassing both the advancement of the destinations they frequent and the

personal growth of young individuals. In their inherent condition, millennial exhibit characteristics such as autonomy, spontaneity, ingenuity, dynamic adaptability, heightened consciousness of their own being, perpetual pursuit of novel prospects and encounters, and an intensified inclination towards acquiring information. These settings give teenagers a perception of inclusion, an opportunity for self-expression, and a platform to showcase their creative abilities. Contemporary young individuals prioritise communal environments resembling their personal life encounters. Based on the projections made by the United Nations World Tourism Organisation (UNWTO) [11], it is anticipated that the global population of young travellers is expected to reach roughly 370 million by the year 2020.

Furthermore, these individuals are projected to collectively spend a total of over \$400 billion during their travels. Due to their relatively greater availability of time compared to financial resources, young individuals can extend their stay in a particular location beyond that of the typical visitor. The significant value that young individuals contribute to various destinations throughout their travel experiences is an additional component that contributes to the substantial worth of youth travel.

4. Conclusions

According to the data analysis, there are positive and significant correlations between travel behavior and both traveler preferences and social media use. This shows that social media activity and tourist preferences are significant variables that influence travel behavior. The findings of the Pearson correlation study shed essential information on how social media use, travel preferences, and behavior are related. The statistically positive direct relationships suggest a relationship between specific travel behavior patterns, specific travel preferences, and higher social media usage. These studies show how different parts of people's lives and behavior are connected to travel behavior.

According to the significant positive correlation between travel behavior and tourist preferences, tourists are more inclined to travel to destinations that match their preferences ($r = 0.6282$). This is presumably because tourists interested in their destination are more likely to enjoy their vacation and have a pleasant experience there. Social media may impact travel behavior, according to the moderately favorable relationship between social media use and travel behavior ($r = 0.540$). This is likely because social media may be used to develop new places, organize visits, and communicate about travel experiences.

The findings of this study hold significance for both individuals who engage in travel activities and enterprises operating within the tourist industry. When formulating marketing strategies, tourism-oriented enterprises must consider the preferences of their target market. To illustrate, in the case when a tourist operator aims to appeal to families, they should concentrate their marketing efforts on promoting holiday destinations that offer activities suitable for families. In order to effectively connect with prospective clients and disseminate travel-related content that resonates with their preferences, tourism enterprises should leverage the power of social media platforms. This has the potential to enhance brand awareness and increase the visibility of the organization and its many establishments, thereby influencing travelers' decision-making process.

Visitors' use of social media platforms to conduct research and organize their travel itineraries is highly recommended. This platform enables users to explore the most advantageous deals and stay updated on the latest trends in travel. Furthermore, travelers should share their vacation experiences on various social media platforms. This can catalyze for individuals to engage in travel activities while also facilitating the promotion of their explored destinations. Visitors' use of social

media platforms to conduct research and organize their visits is highly recommended. This tool can be utilized to explore current promotions and emerging patterns in the travel industry. Furthermore, it is advisable for those who engage in travel activities to share their experiences on various social media platforms. This phenomenon has the potential to stimulate individuals' inclination to engage in travel activities, while simultaneously facilitating the dissemination of promotional content pertaining to the destinations they have explored.

4.1 Contribution/Practical Implications

The implications of the study's findings have practical significance for both tourism industry and travelers. When formulating marketing plans, tourism operators and businesses must take into account the preferences of their target market. This entails comprehending the preferences and inclinations of tourists in terms of their desired activities and experiences, as well as their financial constraints and preferred mode of travel. For instance, in the case of a tourist enterprise that aims to attract families, it is advisable to concentrate on promoting destinations that provide a range of activities suitable for families, including theme parks, water parks, and beaches. It is recommended that tourism enterprises employ social media platforms as a means to establish connections with prospective visitors and disseminate travel-related content that aligns with their specific interests. This can be achieved by the use of various multimedia formats, such as films, photographs, and articles, which can be disseminated across popular social media sites including Facebook, Twitter, and Instagram. Tourism enterprises have the potential to employ social media platforms as a means to organize contests and distribute gifts, so garnering attention and fostering enthusiasm about their respective locations. It is imperative for tourism enterprises to engage in the monitoring of social media platforms in order to effectively watch emerging trends and discern potential avenues for enhancing their marketing strategy. One approach to achieve this objective is employing social media listening tools to monitor references to their brand and destination and the hashtags and keywords commonly employed by prospective tourists. The primary objective of this study is to contribute to the existing body of knowledge by providing precise insights into the travel habits and consumption patterns of young Malaysians during domestic travel.

This study diverges from prior research by examining young Malaysians' domestic travel behavior and consumption patterns, taking into account their intended destinations. This study represents a limited number of research endeavors conducted in Malaysia. Hence, this study will serve as a fundamental basis for future investigations, including diverse facets and perspectives. The findings of the study further substantiate the proposition that young Malaysians have a strong inclination towards engaging in domestic tourism. The findings are crucial in illustrating the necessity for further investigation in the field of tourism and hospitality. Furthermore, it is expected that there will be advancements in measurement methodology and their application in future research endeavors, enabling a more comprehensive analysis of the travel behaviors of young Malaysians. Therefore, this study has made a valuable contribution to the existing body of literature by advancing the current knowledge on travel behavior among the youth population in a broader context, with a specific focus on young individuals from Malaysia.

The generalizability of the study's findings is somewhat limited by the constraints imposed by the respondents' travel choices and the influence of social media on their travel activities. This limitation arises from the study's reliance on data obtained solely through questionnaires administered to a restricted sample size. An in-depth examination of the travel patterns exhibited by young travelers would be of great interest. The present research, bolstered by previous scholarly works, has emphasized the importance of youthful tourists to the tourism sector. Future

investigations should delve into this topic from a more comprehensive standpoint. The present study provides a comprehensive overview of the travel patterns shown by young Malaysian travelers. This study has provided evidence of the significance of young travelers in contributing to the growth of Malaysia's tourism sector, highlighting their undeniable importance for the sector's future development.

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