INTENTION TO REVISIT PENANG: A STUDY OF
PUSH AND PULL FACTORS

BY

TAN HUI JOO
TEOH YIT SEAN
YAP PEI HONG

A research project submitted in partial fulfilment of the
requirement for the degree of

BACHELOR OF MARKETING (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF BUSINESS AND FINANCE
DEPARTMENT OF MARKETING

AUGUST 2017

DECLARATION

We hereby declare that:

(1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application of any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the research project.

(4) The word count of this research report is 10,171.

Name of Student:	Student ID:	Signature:
1. TAN HUI JOO	14ABB07805	
2. TEOH YIT SEAN	14ABB06559	
3. YAP PEI HONG	14ABB07394	

Date: 21th August 2017

ACKNOWLEDGEMENT

TABLE OF CONTENTS

Page

LIST OF TABLES

LIST OF FIGURES

Page

LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
Asymp. Sig	Asymptotic Significance
AVE	Average Variance Extracted
df	Degree of Freedom
EA	Events and Activities
FT	Food Tourism
GDP	Gross Domestic Product
HC	History and Cultural
NL	Natural Landscape
SE	Self-Exploratory
SEM – PLS	Structural Equaling Modeling – Partial Least Square
SI	Social Interaction
SPSS	Statistical Package for the Social Sciences
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
UNESCO	United Nations Educational, Scientific and Cultural Organization
WTO	World Trade Organization

LIST OF APPENDICES

PREFACE

This research project is submitted for the purpose of fulfilling of the requirement of Undergraduate of Bachelor of Marketing (Hons). It was limited 28 weeks to complete. The topic of the research project is "Intention to Revisit Penang: A Study of Push and Pull Factors". There seven independent variables was tested in this study are self- exploratory, relaxation, social interaction, natural landscape, history and culture and food tourism, while the dependent variable is intention to revisit Penang.

Currently, the trends of local tourist arrivals decrease. The percentage of performance by service sector of Penang decline even they are listed as one of the largest GDP contributor in Malaysia. Hence, the main objective of this study is to investigate those pull and push factors that influence local tourists to revisit Penang. SPSS, SEM model and another additional independent variable (food tourism) will be used to study the research.

ABSTRACT

This study identifies the local tourists' intention to revisit Penang, Malaysia. Local tourism enable tourism business to be more sustainable and outflow of Malaysia currency to international monetary market can be reduced. Penang was listed the largest GDP contributor in Malaysia, however the percentage of performance by service sector had decline. Revisit intention become a highlighted research topic. To solve the problems; the influence of food tourism, and Theory of Push and Pull Factors constructs (Self-Exploratory, Relaxation, Natural Landscape, Events and Activities, History and Culture, and Social Interaction) on intention to revisit Penang were examined. Quantitative approach using face-to-face questionnaire survey and online Google form was employed to collect data. Judgment sampling technique was used to distribute 250 questionnaire and all of them were collected. The study's hypotheses were tried by using Structural Equation Modelling (SEM) and Statistical Package for the Social Sciences (SPSS). The results suggest that three studied variables could influence the intention to revisit Penang. The government could save the cost and resources from promote on the week influence constructs, and use it on the right place. Furthermore, private businessman and marketer could spend more resources on advertise Penang food, events, and interactions between social rather than others elements that have lower influence to intention to revisit Penang. Last but not least, future researchers are suggested to clearly investigate respondents' background before let them fill in the questionnaires; try to put accommodation as a variable in their study; and widen the data collection area.

CHAPTER 1: INTRODUCTION

1.1　Introduction

In this section, it examined background of the study, problem statement, research questions, research objectives and significance of study. Background of the study shows the empirical foundation of this study and highlights the issues that are currently faced by academics and relevant industry players. Problem statement presents problems that have emerged as a result of current study's issues. In the topic of research questions, current authors questioned the possible consequences that the present problems could cause and propose objectives that could solve the research questions. Meanwhile, significance of the study is useful to explain the contribution of new knowledge to relevant literature and managerial policy makers.

1.2　Background of the Study

From mere RM36.3 billion foreign earnings in 2006, the tourism sector had collected RM72.1 billion in 2016 (see Table 1.1). The dropped on tourist arrivals in 2015 was caused by several factors: foreign travel agencies had reduced trips to Malaysia as a result of kidnapping cases in Sabah, negative perceptions on Islamic States (IS) activities in Malaysia, and the missing of Malaysia Airline's aircraft MH370 has angered the China's people. Nevertheless, the number of tourist arrival increased in 2016.

Tourism had generated RM19.4 billion worth of investment and created 1.77 million jobs in tourism industry (Tourism contributes significantly to Malaysian economy, 2015). Tourism involves several industries which include lodging, food and beverage, transportation, entertainment and recreation, shopping and other

relevant sectors. In perspective of the commitment of tourism in Malaysia's GDP and creating additional income and jobs opportunity to local community, the government is putting in much effort to sustain the sector (Theobald, 1995).

Table 1.1: Tourist Arrivals and Receipts to Malaysia from 2006 to 2016

Year	Arrival (million)	Receipts (RM Billion)
2016	26.76	82.1
2015	25.72	69.1
2014	27.44	72.0
2013	25.72	65.4
2012	25.03	60.6
2011	24.71	58.3
2010	24.58	56.5
2009	23.65	53.4
2008	22.05	49.6
2007	20.97	53.4
2006	17.55	36.3

Source: Ministry of Tourism, Malaysia (2017)

On top of attracting the arrival of foreign tourists, Malaysia has been encouraging more Malaysians to travel domestically by launching Cuti-Cuti Malaysia campaign in 2015. Various events have been launched to attract international and domestic tourists such as Formula 1 Grand Prix, Monsoon Cup, Rainforest World Music Festival to give some examples and promoting destination of attractions (Mohamad & Jamil, 2012). Encouraging domestic travel could enable tourism businesses to be more sustainable as factors that could discourage the arrival of international tourists could be difficult to be monitor by Malaysia's government. At the same time, outflow of Malaysia currency to international monetary market can be reduced.

In 2008, George Town in Penang managed to obtain the UNESCO World Heritage Site status. By then, the number of proportion of visitor arrivals in Penang has expanded from 3.58 million in 2008 (Penang Institute, Malaysia, 2017) to about 6 million in 2009 (OEDC Review of Higher Education in Regional and City Development). Although the number of tourists arrival in Malaysia in year 2012 was more than 2011 (see Table 1.1), the number of domestic tourist arrivals

in Penang had dropped sharply by 20.38% in 2012 (see figure 1.1). Probability, this is because of the demonstration of Bersih 3.0 rallies in 28th April 2012, and the protest against rare earth refinery (LYNAS) (Malaysia protest against rare earth refinery, 2012). In 2013, the number of domestic tourist arrivals had improved; plausibly terrorism in Sabah had made local people prefer to spend their holiday in safer places (Jethro, 2013). The growth rate of domestic tourist arrivals in Penang showed a great improvement (24.36%) in 2014 compared to 2013, but the rate had dropped again to 18.87% in 2015 (see figure 1.1). In summary, the trend of domestic tourist arrivals fluctuates.

According to Department of Statistics Malaysia (2015), Penang was listed as the one of the largest GDP contributor, however the percentage of performance by service sector had decline to 6.0% from 6.1% in 2014. The economic growth of Penang also declined from 8.0% to 5.5% in 2015. Besides that, Domestic tourism Survey (2015) reported that number of domestic tourists to Penang was the fifth lowest compared to other 13 states in Malaysia.

Figure 1.1: Domestic Tourists Growth rate in Penang, 2015
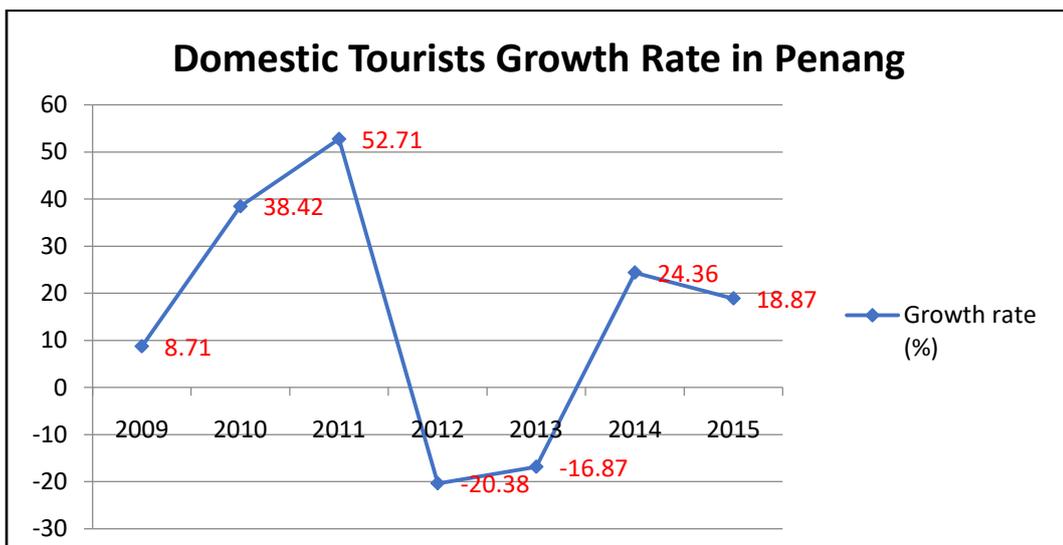
Source: Domestic Tourism Survey, 2015

Studying domestic tourists' behaviour in Penang has been carried out in literature. Most of them were investigating factors that can motivate international tourists' to visit Penang (Yousefi & Marzuki, 2015; Ang, 2006) and to compare Penang tourism's attractions with other tourism regions (Meng, Tepanon & Uysal, 2008). In other words, a large portion of the exploration focused on attracting new tourists rather than finding ways that can encourage the domestic tourists to revisit Penang again. It is important to retain tourists in Penang as attracting new ones (Omar, Mohamad, Rozelee & Mohamed, 2015) and moreover, the cost to encourage existing tourists to revisit a destination was lower than the acquiring cost of new tourists (Jang & Feng, 2007; Um, Chon & Ro, 2006). Despite of the importance on motivating tourists to revisit a tourism destination, studies on tourists' intention to revisit Penang was insufficient (Som, Marzuki, Yousefi & AbuKhalifeh, 2012).

To fill the literature gap, this study focuses on investigating factors that can encourage domestic tourist arrivals in Penang. In studying international tourists' revisit intention; diverse factors may apply because tourists from different country of origin may react different towards a motivating factor. In other words, niche research that is examining profitable tourists from certain country of origin could be more appropriate. However, this study instead is studying domestic tourists because their arrivals in Penang fluctuated from 2009 to 2015 and plays an important role in strengthening the demand on tourism businesses (Jayaraman, Lin, Guat & Ong, 2010). In summary, current study's results can provide important indications to public and private policy makers to allocation scarce tourism resources more efficiently (Uysal, Li & Sirakaya, 2008).

1.3   Problem Statement

Probability to revisit a tourism destination is strongly related to the satisfaction level that had been obtained from their previous visit (Baker & Crompton, 2000; Bigne, Sanchez & Sanchez, 2001; Oppermann, 1998). Literature shows that tourists' satisfaction can be examined from the view of push and pull motivations factors (Pearce & Caltabiano, 1983; Yuan & McDonald, 1990) that are relevant to the studied destination's attributes (Akama, 2003; Chi & Qu, 2008). Push factors discussed travel motives or why tourists travel to certain destination while push factors include self-exploratory, relaxation, social interaction (Crompton, 1979). Meanwhile, pull factors are focus on destination attractions or what attract tourists to go a destination such as natural landscapes, events and activities, history and culture (Crompton, 1979). The following texts explore the impacts of push and pull factors that can discourage Malaysian tourists to revisit Penang.

We sourced from popular tourism website such as TripAdvisor, Penang is projected as a tourism destination that is offering various tourism attractions such as heritage sites, night life, and famous food stalls. The review in TripAdvisor described Penang as clean, places with multicultural foods, and inexpensive in serving public transportation services to local residents and tourists. The award of heritage city by UNESCO is drawing them to visit Penang for the first time. They love local food as tourists can find variety multi-cultural food assortments: Chinese, Nyonya, Malay, and India cuisines everywhere at any time in Penang and reasonably priced compared to Kuala Lumpur. They enjoy tasting Penang hawkers' foods which are sold and served by the road side.

Many of them self-explored Penang and positive and negative comments were received on whether it's easy and practical to do the self-guided exploration. According to them, one of main problems is the tourism sites are far away from each other. The traffic was horrific for self-drive respondents. Tourists appreciated street signage in Penang but some commented that in some areas, the signages that

can connect tourists to the intended tourism spots were missing (Penang Tourism Survey, 2016). Those who relied on public transport complained that flyover bridges for them to cross over to another street is lacking. Therefore, unable to self-explore tourism destinations have reduce their intention to visit Penang again. When tourists facing those issues, they will feel unhappy and could not fulfil their relaxation. As a result, their travel companions (family members or friends or peers) could not enjoy a really relax and walk around holiday.

They commented that Penang was over developed and this can destroy the authentic of Penang's cultural and history. Foreigners started to commence businesses such as bistro or restaurants that serve foreign cultural foods such as Middle East and western cuisines. On top of that, another bad review from Noordin (2015), reported that tourists come to Penang for the unexceptional design and to soak in some sun at the beach in Batu Ferringghi but the seaside was dirty and murky to swim. This shows that natural landscape in Penang will reduce tourists' intention to revisit.

Event may inspirit tourism advancement, lead tourist to visit a destination and increment its attractiveness (Knowles, 2004). In 2017, Worldcity Sport Event organized Neon Street Run in Penang. This event had disappointed many people because of the poor management. Participants pay money for registration that includes t-shirt, medal, and certificate and goodies bag but most of them does not get the items and complain about the management (Looi, 2017). This problem may bring bad experience to the local tourists that planned to visit Penang because of event. Apart from that, most of the tourists visit Penang because of escape theme park, Hot Air Balloon Fiesta, Viper Challenge and others (Welcome to Penang, 2015).

During attend the event at Penang, tourists may meet a lot of people and may have social interaction with each other. If tourists unwilling to attend event in Penang again, they could not meet new friends and does not have social interaction with others. Based on Penang Tourism Survey (2016) reported one of the purposes of tourists to visit Penang because of visit friend and relatives in other place.

In summary, some of the respondents agreed that Penang is a unique, attractive, and affordable tourism destination. At the same time, other and same respondents were querying whether Penang's attractiveness is diminishing due to problems that are related to traffic chaos and servings of authentic food. Some choose to revisit Penang before the attraction is further diminished and some were negative.

In other words, push and pull factors are affecting domestic tourists' revisit intention and this is supported in literature (Dann, 1977; Crompton, 1979; Yoon & Uysal, 2005). Main survey is carried out to generalise the study results among domestic tourists. However, problems related to food tourism, a pull factor cannot be solved in this theory. Therefore, current authors extended the theory by including an additional pull variable: food tourism so that the possible problems that are currently happening in Penang can be solved comprehensively.

1.4   Research Questions

Based on the discussed research problems, this study intends to find out the solutions for following questions.

1. To what extend does push factors (self-exploratory, relaxation, social interaction) could encourage local tourists' intention to revisit Penang?
2. To what extend does pull factors (natural landscapes, events of destination, history and culture) could motivate local tourists' intention to revisit Penang in future?
3. To what extend does additional variable in pull factors (food tourism) could increase local tourists' intention to revisit Penang?

1.5   Research Objectives

The main objective of this research is to examine the intention to revisit Penang by push and pull factors. Specifically:

1. To examine the direct effects generated by the following push factors: self-exploratory, relaxation, social interaction on local tourists' intention to revisit Penang.
2. To examine the direct effects generated by the following pull factors: natural landscape, events and activities, history and culture on local tourists' intention to revisit Penang.
3. To examine the direct effects generated by the following additional variable in pull factors: food tourism on local tourists' intention to revisit Penang.

1.6   Significance of the Study

This study creates new knowledge to managerial decision makers and academics. Many public and private managerial decision makers do aware that push and pull factors: self-exploratory, relaxation, social interaction, natural landscapes, history and culture, events and activities can affect local tourist intention to revisit Penang. Although Malaysia government is trying hard to promote food tourism to tourists, more and more food and beverage companies in Penang are operated by foreigners. Will tourists become more eager to taste foods prepared by foreigners or foreign cultures? Could this turn Penang as "Truly Asia", the theme has been promoted by Ministry of Tourism, Malaysia? The result of this study would provide indications to relevant public agencies and local practitioner whether local tourist prefer authentic local foods and beverages or that have been assimilated with foreign culture.

To enrich the literature related to push and pull theories in tourism; this study is testing whether the additional variable would interrelate with other studied constructs. If the results are statistically significant, current research model thereby can be tested in other studied locations and/or future researchers.

1.7   Organization of the thesis

These segments will layout the chapter organization of this study. Chapter one is the introduction on the overall research topic. It highlights the background of the study, problem statements, research objectives, research questions and the significance of the study. In chapter two, relevant theories and literature are examined to be relevant in our research area. It includes reviews on relevant theoretical frameworks, conceptual framework of the past studies, measurement item on past studies, past studies' research methodology and data analysis of past studies.

Chapter three describes method on how the research was carried out. Before that, it will show the current research model, development of current research's hypotheses, and operational framework of current research. Then this chapter involves research design, data collection methods, sampling design, questionnaire design, pilot test, proposed of data analysis tools and research's ethical consideration. Justifications are given to support current research methods. Chapter four's main aim is to test and confirm the hypothesis. Descriptive results are presented as well. Most importantly, current authors interpret current data results. Finally, in chapter five, plausible explanations to descriptive and inferential statistical findings, the results' implication to academics and managerial decision makers, current research limitations and suggest for future research are discussed.

CHAPTER 2: LITERATURE REVIEW

2.1   Introduction

This chapter describes various theories of travel motivation that include push and pull factors, Maslow hierarchy of needs and theory of planned behaviour (TPB) that could be used to solve the problems of this study. Relevant past studies' research methodology and data analysis were reviewed so that the current study could make use of their benefit and reduce the weaknesses in planning the present methodology and data analysis technique.

2.2   Overview the Relevant Theoretical Frameworks

This section provides an overview of relevant theories could be used address the issues of the present investigation and justification of the appropriate theory selected for the study. It also highlights the past study conceptual framework of the chosen theories.

2.2.1 Push and Pull Factors

These push and pull factors is to stimulate visitor to seek a specific travel experience. Many tourism researchers had perceived the significance of considering purposes for journey, inspirations and behaviour towards tourism destination to better comprehend and foresee travel choices and tourist's spending behaviour.

The "push-pull factor" outlines theory proposed by Tolman (1959), then proposed by Dann (1977). It is the generally perceived field of tourism research theory. The author Dann predicated on Tolman's work, presented the conception of push-pull of tourist's motivation in tourism research. This theory had improved by noting the inquiry 'what makes visitors travel?' There were differences between 'push' and pull' factors.

The Crompton (1979) first tried to determine two types of motives; cultural motives and socio-psychological motives. The seven socio-psychological (push) intentions are escaping, self-investigation, unwinding, reputation, social intercourse, regression and improving of kinship; while cultural (pull) motives were novelty and education. A survey of the past writing on the motivation of tourists' shows that the motivational examination in view of the two dimensions depends on the push and pull factors have been the most part acknowledged (Yuan & McDonald, 1990: Uysal & Hagan, 1993).

The meaning of pull and push dimension is that people go for travel since they are pushed by their internal forces and pulled by the external forces of places attributes (Uysal & Jurowski, 1994). The push factors explained the need and wants of the tourists that why people want to get away from their original place of living arrangement while pull factors are explanations for going to a particular destinations. One concentrates on whether to go and the other on where to go (Klenosky, 2002).

According to Uysal and Hagan (1993), they underline that push factors are related to the intangible characteristics, inherent desires of the individual traveller such as the desire for escape, adventure health, rest and unwinding or prestige. While pull factors was about the attractiveness of a specific destination and tangible characteristics such as shoreline, lodges, events at a destination, unique natural landscapes, recreation facilities and

cultural and historical resources. Bindu and Kanagaraj (2013) found that push factors are measured to be forming of tourism demand and pull factors are considered to explain actual destination choice.

Different authors may have different research. For example, Jang and Wu (2006) found that different push and pull factors may be applicable in different settings including nationalities, destinations and events of the destination. The push factors include improvement of kinship relationships, novelty, prestige, escape, and relaxation/hobbies while pull factors include wilderness, budget, ease of travel, culture and history, multicultural environment, facilities and hunting (Yuan & McDonald, 1990).

2.2.2 Maslow's Hierarchy of Needs Theory

Maslow's Hierarchy of Needs Theory is the psychology proposed by Abraham Maslow, which first published in "Human Motivation Theory" in year 1943. The five classes of hierarchy are physiological needs, security or safety needs, social needs, esteem needs and self- actualization needs (Jerome, 2013). Human needs usually follow this order while meeting the lower level of demand, then move to more advances needs.

Lower needs included physiological needs. People need the primary survival needs such as air, water, food and shelter. On the other hands, higher needs included self- actualization, esteem, needs for belongingness and love and safety needs. People are eager to realize their potential and maximize the use of their techniques and capabilities in order to achieve self- actualization needs. For esteem needs, people are needed to achieve, gain approval and recognition. Those people need of love, affection, security, social acceptance and identity of others are categorize in

belongingness and love needs. People use to be safe and reliable in their surroundings. It contains the need to protect psychological and physical injuries in safety needs.

According to Holloway and Plant (1988), consumer's travel and tourism need are related to the Maslow's Hierarchy. For example, Pearce and Caltabiano (1983) used Maslow Theory as a structure to measure travel motivation from the traveller's knowledge. In brief, Maslow's Hierarchy of needs may be apply to analyse by many tourism researchers because of its simplicity theory on public domain and the most influential motivation theory in academic.

Maslow's Hierarchy theory help researchers comprehend that the different wants of travellers will inspire them and enhance service providers to understand what types of experiences they hunt for, especially for some groups of people (Maslow Theory of The Hierarchy of Needs Tourism Essay, 2015). Hierarchy of needs can be applied to determine the needs，the customer satisfaction and expectations of the customers and the level of demand for the staff working in the travel enterprise. Satisfaction is a factor in their decision to re-read intentions.

Beard and Ragheb (1983) based on Maslow's model stated four motivational needs and it has been used in many studies. First, the intellectual component where involve individual in recreational activities for the purpose of learning, exploring and discovering. Second, the social component included activities involving interpersonal relationships and need for friendship. Third, the competence of obtain skills component where individuals handle in recreational activities to reach, lead, challenge and contend. These activities are essentially substances. Lastly, the irritation avoidance parts where relates to the need to break out or run off

from troubled life. These are the moments when tourists seek to avoid social contact, seeking secrecy, peace and relaxation.

However, Maslow's Hierarchy of Needs Theory is not suitable to use in this current study. Maslow theory is simple but it cannot test by experiences. There is no method to accurately adjust the extent to which a level of need must be met before the next higher level need become operational. Besides that, it is hard to when trying to appeal to large audience because all people are different and having different preferences. Therefore, Maslow theory is not able to solve our objectives and problems of this study.

2.2.3   Theory of Planned Behaviour

Figure 2.1: Theoretical Framework of Theory of Planned Behaviour
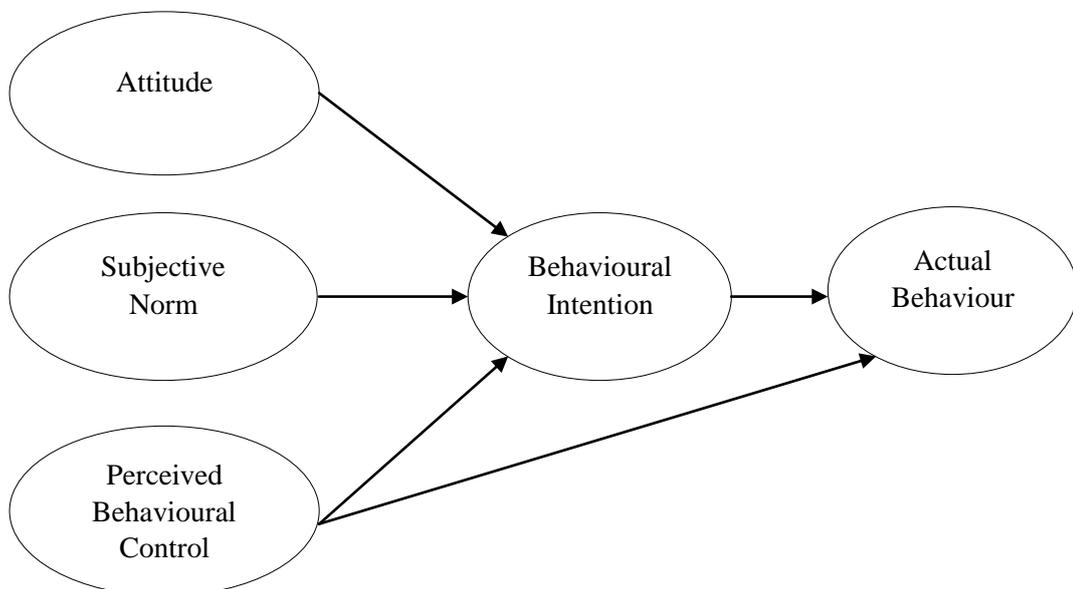
Source: Ajzen (1991)

Theory of Planned Behaviour (TPB) proposed is a theory that connects beliefs and behaviour, and explaining human behaviour. TPB was put forward by Ajzen (1985) by his article "From intentions to actions: A theory of planned behaviour". The original TRA assumed that intentions are the most immediate Antecedents of any behaviour that is under nature control and are postulated to capture the motivational influence on behaviour (Ajzen & Fishbein, 1970). However, Ajzen found that human behaviour is under control rather than full of voluntarily. So, he enhanced on the predictive power of the Theory of Reasoned Action (TRA) by including perceived behavioural control. In TPB, five main elements: attitude, subjective norm, perceived behavioural control, behaviour intention, and actual behaviour are introduced.

TPB is proven that the theory could predict human behaviour that relates to the formulation and execution of plans and actions (Martin, Diaz & Sanchez, 2010). Other than that, TPB is a theory that looks at how behaviours are changed through influencing intention. In TPB, respondents' intention to perform certain act is determined by attitude toward the behaviour, subjective norm, and perceived behavioural control (Han, Hsu & Sheu, 2010).

Even though the TPB has existed more than 30 years, and it is able to predict human behaviour, included customer and tourist behaviour, but it still needs further improvement due to several aspects. According to Maisara and Salmi (2015), successful enactment of the behaviour does not always lead by intention. In addition, the results of meta-analyses of the TPB show that intentions and Perceived Behaviour Control (PBC) account for only 34% of behaviour (Godin & Kok, 1996). Therefore, TPB is not adopted in this study.

2.3   Conceptual Framework of Push and Pull Theory

Conceptual framework of Push and Pull Theory shows the significance of pull and push factors in travel motivation and researchers can determine which factor is more important over others. Push motives refers to the need to escape from ordinary environment for the aim of unwinding, and finding new things, people and places. Improvement of kinship relationships and social interaction act as guiding push motives in the holiday decision (Dann, 1977). According to Mohammad and Som (2010) fulfilling prestige is the most important push motivational factor and the second important is enhancing relation.

On the other hand, pull motives are lead by the destination and include factors like historical sites and scenic attractions (Dann, 1977). 'Events and activities' are the generally significance pull motivational factor and the second important is 'easy access and affordable' (Mohammad & Som, 2010). Gonzalez and Miralbell (2009) noted occasion or event as experience that are special and they have capability to make time and space to pass on particular goals for particular gathering of people.

2.4   Overview Relevant Past Studies' Research Models of Push and Pull Theory

Table 2.1 shows that Pull and Push Factors has been used to study travel motivation in both domestic and foreign tourism, such as destinations related to (1) Jordan (Mohammad & Som, 2010); (2) Nepal (Baniya & Paudel, 2016; Shrestha & Phuyal, 2016); (3) Penang (Yousefi & Marzuki, 2012); (4) Sabah (Azman & Chan, 2012).

Past researcher modified the Pull and Push Factors by adding variable (see Table 2.1). The following beliefs variables were added into theory in past study (Crompton, 1979): escape from a perceived workaday environment, exploration and evaluation of self, facilitation of social interaction, unwinding, regression, enhancement of kinship relationship, novelty, and education. The modifications made by previous studies provide a useful indication on how the current study could modify the original Pull and Push Factors towards travel motivation.

Many studies showed the relaxation, and enhancement of relationship had generated significant impact on travel motivation (Crompton, 1979; Bogari, Crowther & Marr 2003; Azman & Chan, 2012; Yousefi & Marzuki, 2012; Kassean & Gassita, 2013; Popp, 2013; Chen & Mo, 2014; Dayour & Adongo, 2015; Baniya & Paudel, 2016; Shrestha & Phuyal, 2016). However, some studies found that enhancement of relationship had less significant impact on travel motivation (Mohammad & Som, 2010). Perhaps this could be explained as follow: different destination might have different level of significant impact between the same variable and travel motivation (Kozak, 2002).

Some researchers found that novelty is one of the most important pull and push motivation of tourism (Yousefi & Marzuki, 2012; Kassean & Gassita, 2013). Not only that, some studies stated that novelty as a pull factor had significant correlation with travel motivation (Crompton, 1979; Chen & Mo, 2014). Nevertheless, there are studies that indicated novelty had significant correlation with travel motivation under push factors (Yousefi & Marzuki, 2012; Kassean & Gassita, 2013; Dayour & Adongo, 2015).

In summary, Pull and Push Factors has been used by many past researchers to study travel motivation in both domestic and foreign tourism. Pull and Push Factors could be adopted in this study to: (1) explore motivation for both domestic and international tourism, (2) assess the motivation 'push' and 'pull' factors of tourist behaviour towards domestic tourism, (3) to test if there is any significant correlation between motivation items and the demographic variables.

Table 2.1: Summary of Relevant Past Studies Research Model

Author's name (year)	Additional variables used to improve the original theory		Main result
	Push Factors	**Pull Factors**	
Crompton (1979)	Escape from exploration, perceived mundane environment, and evaluation of self, regression, relaxation, enhancement of kinship relationship, facilitation of social interaction	Novelty and education	This would influence the selection of a travel destination and this approach means the destination can have some degree of influence on vacation behaviour in meeting an aroused need.
Bogari, Crowther and Marr (2003)	Culture value, utilitarian, knowledge, social, economical, relaxation, interest, family togetherness and convenience of facilities.	Safety, beach sports/ activities, activity, nature/outdoor, historical/cultural, religious, budget, leisure and upscale.	This study provides the first attempt to examine push and pull domestic tourism motivation in Arabic cultures and Islamic, since cultural variables play a significant role in the tourism motivation.
Kozak (2002)	Culture, pleasure seeking/fantasy, relaxation and physical	Accommodation facilities, weather, level of price(cost), location of destination (or resort), sea and beach	Enables tourism managers to promote those attributes that best suit the profile of certain groups of tourists
Mohammad and Som (2010)	Fulfilling prestige, seeking relaxation, enhancing relation, enhancing social circle, fulfilling spiritual needs , sightseeing variety, escaping from daily routine, and gaining knowledge	Events and activities, affordable and easy access, culture and history, variety seeking, adventure, natural resources, and heritage sites	To understand traveller motivation and extend the theoretical and empirical evidence on the relationships among push and pull motivations, although the relationship is not significant.
Azman and Chan (2012)	Escape, relax and pamper, enjoyment, distress, unwind	Environment and atmosphere, affordability, professionalism	To suggest that the health and spa providers should focus on the tourists needs and wants in developing and marketing their services and products.
Yousefi and Marzuki(2012)	Novelty and knowledge-seeking, rest and relaxation, ego enhancement	Environment and safety, tourism facilities, cultural and historical attractions	To delineate the push and pull travel motivation of international tourists based on the identification of socio-psychological travel motivations

Lee, Phau, and Quintal (2012)	Escape, curiosity and weather, appreciation cultural and natural, family togetherness and health	Easy access to educational resources, destination information and facilities, relaxation and nature appreciation	To understand the relevant push and pull factors is probably the first step to build a campaign.
Hemant and Rhaalib (2013)	Rest and relaxation, nostalgia, escape, self-actualization, recognition/prestige, novelty, social interaction,	Beaches, climate and weather, landscape and scenery, Mauritian hospitality, accommodation service, exotic atmosphere, authentic Mauritian culture, flora and fauna, local cuisine, safety and security, ethics, attractions, restaurant, value of money, water sports, politically stable, epidemic free, modes of transport, entertainment, ease of access, local beverage, art and craft, shopping opportunities, historical and cultural sites, technological advancements, land based sports, fitness and wellness, nightlife	Push-based motives cannot always be in line with previous research studies. Each individual has own personal reasons to take a decision and may be applied to a particular market segment. While pull factors, it can be argued that the different destination have different level of attraction for different individual.
Shantika (2013)	Enhance communication with local community, experience new different lifestyle, exchange custom and tradition, increase knowledge, to see how people of different cultures live, sightseeing, satisfy desire, self-exploratory, be away from home, seek solitude, participate new activities, meet new people, natural resources	Historical temples, art and tradition, affordable tourists destination, safe destination, value of money, beautiful beaches, mount climbing, natural reserves, festival and events, entertainment, outstanding scenery, outdoor activities, exotic atmosphere.	Business owner may explore and find indigenous culture attractive in Lombok.
Popp (2013)	Escape, relieve stress and relax, meet people with similar interests	Taste wine, buy wine, enjoy fun and entertainment, taste food	To improve the tasting room experience for winery visitors and the allocations of marketing and promotion dollars.

Khuong and Ha (2014)	Learn something new and interesting, self-exploratory, meet new people, and escape from daily routine.	Good physical amenities, festival and special event, weather, historical and cultural art, variety food, beautiful natural scenery and landscape.	To inspect empirically the causal relationship among push and pull travel motivation, destination satisfaction and intention to revisit of international leisure tourists in Ho Chi Minh City
Chen and Mo (2014)	Socialization, prestige, entertainment, self-exploration, relaxation, escapism	Novelty, self-development, natural resources, easy access and affordable	To understand green event tourists motivation.
Dayour and Adongo (2015)	Novelty seeking, cultural experience, adventure, escape, social contact, relaxation	Attractions	To help the destination managers and service providers should work at ensuring tourists satisfaction in order to ensure revisit
Baniya and Paudel (2016)	Relaxation, enhancing relation, prestige, knowledge gain, escaping daily, routine, spiritual needs, sightseeing variety	Adventure, events and activities, easy access and affordability, history and culture, variety seeking, and natural resource	To identify the importance of push and pull factors in travel motivation and also seek to establish whether one of them is more important over others.
Shrestha and Phuyal (2016)	Special interest in earthquake, fun and recreation, escape and relaxation, socialization, novelty seeking, prestige	Safety and accessibility, accommodation, transportation and recreation facilities, historical and cultural art, natural scenery and landscapes, value for money	To investigate the international tourists' behaviour after the massive Garkha earthquake in Nepal.

2.5 Overview of Relevant Past Studies' Measurements Items

According to the table 2.2, there have 8 variables and at least 7 items in each of the variables. Each of the items is carrying different meaning but measuring the same thing.

The most common items used by past researchers are A4 (discover something new and interesting), A8 (I would like to learn more knowledge and experience), B2 (get away from home), C8 (to meet new people), D1 (beautiful natural scenery and landscape), F5 (explore cultural resources), H3 (In general, I will definitely return to Vietnam in the near future) and H6 (I always return to the same destinations that I previously visited in Malaysia).

According to Sangpikul (2008), knowledge seeking and novelty are the most important push factors for people to travel. Travel allows people to explore new things in different environment. According to Kozak (2002), many travellers prefer to visit destinations where the culture or attractions are different in order to learn more knowledge of new places or individual's ways of life. Tourism is a tool of experiencing and living the beauty of the landscapes. There is a need for protecting the landscape by respecting the natural heritage management system. So, landscape and tourism are mutually effected each other (Izzo, 2010). Tourism is a factor which family relationships could be enhanced and enriched (Crompton, 1979). Travel can bring people close together, enhance relationship and communicate between each other. The events and activities can gain prestige and attention from the tourists and enhance local tourism (Dayour & Adongo, 2015).

Table 2.2: Summary of Past Studies' Measurement Items

Variable's name	Relevant item
1. Self-Exploration	A1. Attending a green event is for me a form of self-exploration [a, f] A2. To reconnect spiritual roots [a, c, h] A3. To fulfil my dream of visiting a land/country [a, b, c, e, j] A4. Discover something new and interesting [b, e, f, g, i, j] A5. To experience new different lifestyle or traditions [c, h] A6. Visit to a particular destination helps me to achieve the values that I am looking for [d] A7. To see how people of different cultures live [c, e, h, i, j] A8. I would like to learn more knowledge and experience [a, c, e, f, h, i, j]
2. Relaxation	B1. Relieve stress and tension [a, e, j, f] B2. Get away from home [b, c,e, f, g, h, j] B3. Rest and relax [a, c,e, h, i, j] B4. I want to enjoy and make myself happy while travelling [e, j] B5. To find thrills and excitement [c, h] B6. Experience a simple lifestyle [f] B7. Get a break from everyday job [f]
3. Social Interaction	C1. By attending a green event I could meet people with similar interests [a] C2. I can talk about my experiences with other people when I return home [a, e, j] C3. To increase my social status [a, c, g, i] C4. Enhance and enriched family relationships [a, g] C5. I travelled to a place because of the relationship with a friend [g] C6. To visit friends and relatives [c, h] C7. To meet new people and socialize with local community [b, c, h] C8. To meet new people [a, b, c, e, g, f, h, j] C9. Make friend with local people are exciting and unexpected [h]
4. Natural Landscape	D1. Beautiful natural scenery and landscape [b, c, e, f, j] D2. Beautiful seaside/beaches [b, c, e, j] D3. The beauty of the event location makes me want to visit [a] D4. Beautiful landscape will turn on my vacation mood [d] D5. Mountainous areas [b, f] D6. Flora and fauna [f] D7. Get close to nature [f]
5. Events and Activities	E1. I enjoy participating in the activity of the event while attending a green event [a, f] E2. Festival/special events and activities [a, b, h] E3. Nightlife and entertainment activities [c, h, j] E4. Shopping [c, h, e, j] E5. Amusement/national park [h] E6. Participate in events that I have never participated in before (such as sport events, carnivals, cultural activities and festivals) [b, f] E7. Participate in local festivals [f] E8. Do something challenging [f]
6. History and Culture	F1. I travelled to a place to see multiculturalism aspects [e] F2. I want to see temples [e, j] F3. I want to see cultural and historical places/ sites/ buildings [a, e, j] F4. I travelled to a place because of its quality tourists places [c, e] F5. Explore cultural resources [b, c, d, e, g, h, i, j] F6. Heritage sites [c] F7. The slave markets and history [d, f] F8. See the arts and craft at the destination [b, c, f, h, j] F9. Outstanding scenery [c, h]

7. **Food Tourism**	G1. I travelled to a place because of variety of food [e]
	G2. Enjoy local food [f]
	G3. Discover something new [i]
	G4. It offers unique opportunity to experience local culture [i]
	G5. Try new ethnic restaurants [i]
	G6. Talk to everyone about my local food experience [i]
	G7. Anticipate most in eating [i]
	G8. I like to visit food event and festival [i]
8. **Revisit Intention**	H1. Vietnam remains my first choice, if I travel to Southeast Asia again [b]
	H2. Try more tourist products and services in the future [b, k]
	H3. In general, I will definitely return to Vietnam in the near future [b, d, k, l]
	H4. I will keep contact with the people that I know in Vietnam for the next time I visit [b]
	H5. I visit new destinations other than those that I previously visited in Malaysia [k, l]
	H6. I always return to the same destinations that I previously visited in Malaysia [a, j, h, k]
	H7. Compared to my last visit to Malaysia, I stay longer period in the current visit [k]
	H8. Travel experience is a major antecedent of revisit intention [f, k, l]

Sources:

[a:] Chen & Mo (2014)   [g:] Guha (2009)

[b:] Khuong & Ha (2014)   [h:] Baniya & Paudel (2016)

[c:] Mohammad & Som (2010)   [i:] Kim, Suh & Eves (2010)

[d:] Lim et al (2015)   [j:] Sangpikul (2008)

[e:] Yousefi & Marzuki (2015)   [k:] Som et al (2012)

[f:] Dayour & Adongo (2015)   [l:] Chang (2013)

2.6   Overview of Past Studies' Research Methodology

In past studies, both probability sampling and non-probability sampling technique had been used (see Table 2.3). There is a greater number of the studies were using probability sampling technique in selecting the respondents (Crompton, 1979; Kozak, 2002; Shantika, 2013; Popp, 2013; Chen & Mo, 2014; Baniya & Paudel, 2016). However, some of the researchers were using non-probability sampling technique in their research (Mohammad & Som, 2010; Khuong & Ha, 2014). One of the main reasons given for the use of non-probability technique was difficulty in getting the sampling frame.

Questionnaire was the main research tool used by past researchers and they distributed the questionnaire by using emailing, posting or face to face (Mohammad & Som, 2010; Yousefi & Marzuki, 2012; Khuong & Ha, 2014; Shrestha & Phuyal, 2016). When collect large quantity of data from many travellers, questionnaire is a better technique to solve this problem. Moreover, it has a lower cost, require less time to interview, and offer broader access to widely dispersed samples

Moreover, the items that were used to measure their variables have been tested by many researchers worldwide. Most of the studies sample size ranged from100 to 299 respondents (Shantika, 2013; Kassean & Gassita, 2013; Baniya & Paudel, 2016; Shrestha & Phuyal, 2016). In other words, the sample size should not be less than 100 units. Probably this because most statistical analysis would produce less significant results or the results may not be able to represent population's behaviour if the sample size is small. Furthermore, travellers and visitors were chosen as targeted respondents.

Table 2.3: Summary of Past Studies' Research Methodology

Author's name	Research approach	Study location & data collection period	Sample size and sampling technique	Respondent
Crompton (1979)	Qualitative survey approach	College Station, Texas and Greater Boston in Massachusetts.	39 Random selection	Adult in the city of Massachusetts.
Bogari, Crowther and Marr (2003)	Quantitative and qualitative survey approach	Saudi Arabia	505 respondents	2 cities, Jeddah and Abha in Saudi Arabia
Kozak (2002)	Quantitative survey approach	Mallorca and Turkey	1961 respondents; simple random	British and German tourists
Mohammad and Som (2010)	Quantitative survey approach	Jordan; May 2008 to July 2008	750 respondents; self-selection	Travellers to Jordan
Azman and Chan (2012)	Qualitative survey approach	Kota Kinabalu International Airport (KKIA)	20 respondents	International tourists who stay at 4 respective resort in Kota Kinabalu
Yousefi and Marzuki (2012)	Quantitative survey approach	Penang; November and December 2010	600 respondents; convenience sampling	International tourists in BatuFeringghi and Penang International Airport
Lee, Phau and Quintal (2013)	Quantitative survey approach	Rolleystone, western Australia	228 respondents; self-selection	Visitor to Araluen Botanic Park
Hemant and Rhaalib (2013)	Quantitative survey approach	Mauritius	200 respondents	Travellers to Mauritius
Shantika (2013)	Quantitative survey approach	Lombok	100 respondents; simple random	Tourists in GiliTrawangan, Senggigi Beach and Kuta Beach.
Popp (2013)	Quantitative survey appraoch	Leelanau Peninsula; 11-17 August 2012	336 respondents; random selection	Wineries in Leelanau Peninsula
Chen and Mo (2014)	Quantitative survey approach	Bali Zou-an Park; April 2013 to May 2013	300 respondents; simple random	Visitor at Bali Zou-an Park
Khuong and Ha (2014)	Quantitative survey approach	Ho Chi Minh City; March and April 2014	426 respondents; self-selection	Foreign tourists to Ho Chi Minh City

Dayour and Adongo (2015)	Quantitative survey approach	Northern Ghana; May 2013 to September 2013	700 respondents: systematic sampling method	International tourists who visit Ghana
Baniya and Paudel (2016)	Quantitative survey approach	Nepal; 6 months	150 respondents; simple random	People who travel to Nepal
Shrestha and Phuyal (2016)	Quantitative and Qualitative survey approach	Nepal	150 respondents: convenience sampling	Tourist who visit Nepal

2.7   Overview of Past Studies' Data Analysis

Most of the past studies were using first generation technique such as analysis of variance (ANOVA), and Varimax Rotation to analyse their data (Bogari, Crowther & Marr, 2003; Mohammad & Som, 2010; Yousefi & Marzuki, 2012; Popp, 2013; Chen & Mo, 2014; Shrestha & Phuyal, 2016).

However, there are several limitations in using first generation technique such as: (1) it is not possible to analyse multiple interrelated constructs in the model simultaneously, (2) it is difficult to model and analyse latent constructs in the model, and (3) inability to handle measurement errors.

The use of SEM PLS in the current study would be appropriate as it can handle such problems. Therefore, SEM PLS is more suitable for the current study.

Table 2.4: Summary of Past Studies' Sampling Method

Author's name	Data analysis technique	Purpose of analysis
Crompton (1979)	QUALITATIVE	
Bogari, Crowther and Marr (2003)	Factor analysis	To find latent variables or factors among observed variables
	ANOVA	To help the user to identify sources of variability from one or more potential sources.
	Multiple regression	To learn more about the relationship between predictor variables, several independent, and a dependent or criterion variable
Kozak (2002)	T-test	To determine if differences existed among identifies motivation factors across tourists first from the same country visiting two different destinations and second from two different countries visiting the same destination.
	Cross-tabulation	To analyse the relationship between two variables that is using nominal or categorical scale.
	Principle factor analysis	To determine the extent to which questions seem to be capturing the same dimensions and the degree to which they could be reduced to a smaller set of factor attributes.
Mohammad and Som (2010)	Principle factor analysis	To group the push and pull motive items with common characteristics
	Varimax Rotation	To delineate the underlying dimensions associated with travel motivations
	Reliability test	To indicate the reliability coefficients for push factors and pull factor
Azman and Chan (2012)	QUALITATIVE	
Yousefi and Marzuki(2012)	Varimax rotation	To determine the underlying dimension of each set of push and pull motivational items.
	Descriptive statistics	To calculate the mean scores for each of the push and pull motivational items.
Lee, Phau and Quintal (2013)	Varimax rotation	To analyse the underlying dimensions for the push and pull factors.
	ANOVA	To find the differences in the importance of push and pull factors
	T-test	To inspect the differences for the importance placed on push and pull factors by gender.
Hemant and Rhaalib (2013)	Mann-Whitney test	To sort out whether there are significant differences between push based motives of the two categories of visitors.

Shantika (2013)	Validity testing	To describe the pull and push factor which motivate tourists to visit Lombok.
	Reliability testing Factor analysis	To describe variability among observed, correlated variables in term of a potentially lower number of unobserved variables
Popp (2013)	Cronbach's alpha	To gauge the internal consistency of the motivation scale items used to determine motivation and focus categorizations.
	Pearson's correlation	To examine the relationship between the total stops and overall pull motivation
	Descriptive statistics	To develop thematic maps indicating routes and visits to attractions on the Leelanau Peninsula
	One-way ANOVA	To probe the relationship between motivation and itinerary pattern of Leelanau Peninsula wine tourists
Chen and Mo (2014)	Factor analysis	To group the push and pull motive items with characteristics
	Varimax Rotation	To delineate the underlying dimensions associated with green event tourists' motivations
Khuong and Ha (2014)	Factor analysis	To identify the interrelationships among set of research variables
	Reliability test	To ensure the reliability and validity of the variables
	Multiple regression	To explore the causal relationships among variables
Dayour and Adongo (2015)	Factor analysis	To explore the main factor-solutions or dimension that explain international tourists; motivation for travelling to northern Ghana.
	Ordinary Least Square regression	To estimate the influence of tourists' motivations on their overall satisfaction
	Binary Logistic regression	To test the influence of tourists' satisfaction on their revisit intention to northern Ghana
Baniya and Paudel (2016)	T-test	To show the significant importance of both implicit and explicit motives
	Mean	To show how easy access and affordability, variety seeking and history culture are top reasons for domestic travellers to visit a place.
Shrestha and Phuyal (2016)	One-way ANOVA T-test	To analyze the hypothesis and serve the prime purpose of the research

2.8   Summary of Literature Review

The reviewed theories have been used in various research disciplines. However, there is limited use in the study of factors affecting the intention to revisit among local tourists. TPB could be proposed for the current study and it is useful to predict human behaviour. However, intentions do not always lead to successful enactment of the behaviour. Holloway and Plant (1988) summarize that consumer's travel and tourism need are related to the Maslow's Hierarchy due to it is a simplicity theory on public domain and the most influential motivation theory in academic. However, it cannot be tested empirically, and hard to accurately measure the extent to which a level of need must be met before the next higher level need become operational. Furthermore, it is hard to when trying to appeal to large audience due to people are having different preferences. Compare to other theories, Theory of Push and Pull Factors is recommended in this study because this theory can solve most of the study's problem. Additional constructs: food tourism is added into the Pull Factors to solve the remaining problems.

Most of the pass studies focused on the novelty, and relaxation as a push or pull factor. Modification of Push and Pull Factors by adding food tourism was limited in literature as well.

The weakness of the pass studies' methodology include the poor selection of target respondents as some studies random choose people to represent the target population. Other than that, some of the previous studies have less than 150 people as their target population. In the current study, the target population is 250 Malaysian who had been visit to Penang at least 1 time.

Not only was that, the weaknesses that observed in the literature review important as they were very useful for improving the current study. The current conceptual framework of a modified Push and Pull Factors, the improved research methodology, and data analysis techniques will be provided in the next chapter.

CHAPTER 3: RESEARCH METHODOLOGY

3.1   Introduction

This chapter explain current study's research model, research design, operationalisation of variables, data collection method, the design, development, and distribution of questionnaire, sampling strategy, data analyses and ethical considerations.

3.2   Current Research Model

In this study, the authors examine the effect that can be generated by push and pull factors in encouraging domestic tourists to re-visit Penang. Although the number of international tourist arrivals have been higher than domestic tourists, foreign tourists are less homogenous than domestic tourists in terms of their behaviour on push and pull factors due to different in cultures. For example, Australian tourists tend to prefer back packing travels while China tourists prefer group travelling under holiday tours. In other words, studies that are treating all international tourists as homogenous may not be able to produce results that can represent the population's generic behaviours. As mentioned in chapter 1, domestic tourists are our target population also because about 50.3% in 2016 of Penang's visitors are local people which are lower compared to 54.6% in 2015 (Penang Tourism Survey, 2016) and their expenditure indeed had and can strengthen Penang tourism businesses' sustainability.

It is important to measure the behaviour of the domestic visitors to revisit Penang. This is because repeat tourists can offer a relatively constant source of income and revenue for famous destination (Khuong & Ha, 2014). Moreover, the cost retain tourists is lesser than acquiring new tourists. According to Dann (1977), Push and Pull Theory can use as a basic theory to estimate respondents' intention to visit the place. Current research model involves self-exploratory, relaxation, and social interaction as push factors; and pull factors includes natural landscape, events of the destination, history and culture, and food tourism.

Self-exploratory shows how much a tourist wants to increase their knowledge, and experience, or can learn something new and interesting while travelling or fulfil their dream. According to Crompton (1977), relaxation refers to the desire of 'escaping from everyday environment'. For example, people lives in cities are relatively felt more stressful in managing their work-life and daily-life. According to Leonard and Onyx (2009) noted that relaxation is the most important psychological incentive factor in tourism. Meanwhile, social interaction reflects a tourist hopes to meet new friends while travelling to Penang, or share their travel experience with others tourists, local people, or their friends and family.

Natural landscape reflects the natural scenery and landscape in Penang, such as mountain, seaside or beaches. Events of the destination in the current study means traveller are enjoy experiencing the activities in Penang. Moreover, tourists will go to Penang for travel due to the unique activities and events in Penang. Event is a gathering of people, basically from a few hours to a few days. It aimed to celebrate, honor, sell, teach or observe human endeavours. Events are directed toward a goal. The goal of the wedding is to formalize an alliance and the goal of breakfast is to satisfy their hunger (Zacks, Speer, Swallow, Braver & Reynolds, 2007). History represented the basic knowledge of the past (Nasson, 2009). Culture included any different capabilities and habits knowledge, morals, law, belief, art, custom and as a member of human society obtained (Tylor, 1871). Culture also can be a part of the lifestyle that many people share.

Food tourism is as an additional attraction that can draw domestic tourists to Penang. It shows how much a tourist wants to try or taste Penang food. Therefore, this study includes this variable: food tourism as a new component of pull-factors. Figure 3.1 show the research model for current study.

Figure 3.1: The Current Research Model
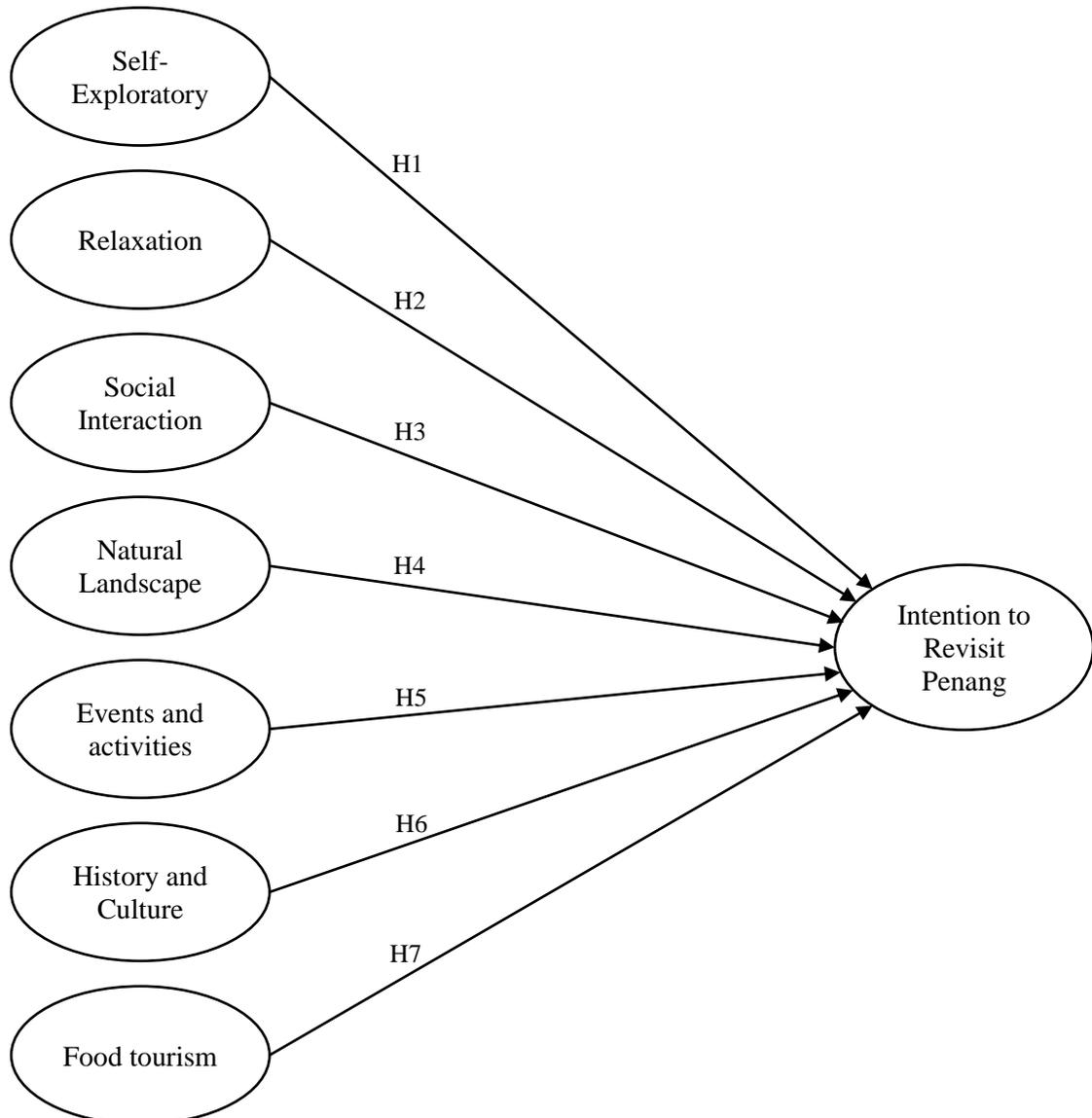
Source: Developed for the research

3.3   Development of Current Research's Hypotheses

Self-exploratory is a psychological factor that can motivate people to travel (Baniya & Paudel, 2016; Khuong & Ha, 2014). Overall, if Penang has more attractiveness such as history, cultural, entertainment, or recreation that can trigger existing tourists' intention to find out more in future, their likelihood to visit Penang again will grow. Therefore, current authors predict that:

> H1: Self exploratory can encourage domestic tourists to revisit Penang positively.

Relaxation is the main motivating factor after the travel experience and it lead to travel intentions (Gagne, 2009). Fleischer and Pizam (2002) asserted that the most general reason that can motivate people to spend their holiday in elsewhere is relaxation. Jeong and Kim (2011) noted that "escape from daily life" is the most persuasive elements guiding to enhance satisfaction and has found that this leads to future review The most significant destination characteristics and travel motive for repeated tourist is relaxation and recreation (Som et al., 2012).Thus, we hypothesize that:

> H2: Relaxation can create positive effect on domestic tourists to revisit Penang.

The following researchers found that social interactions are can positively motivate people to travel. For example, tourists who travelled to Penang were inspire to find out more fun periods with travel partners, met new friends and visited friends and relatives (Baniya & Paudel, 2016). In another discussion conducted by Jayaraman et al. (2010), the study result had also supported the positive relations between social interactions and intention to travel. The importance of visit friends and relatives is positively correlated to tourist's satisfaction and make them revisit a destination. Based on the studies' result, current authors also forecast the following hypothesis:

> H3: Social Interaction is related to domestic tourists' revisit intention to Penang positively.

The forms of natural are the main motive for trip (Cooper, Fletcher, Fyall, Gilbert & Wanhill, 2008). The natural environment has a significantly impact on the tourist's intention to revisit the destination (Hashimu & Emmanuel, 2016). Nature-based tourism destination is vital to domestic tourist arrivals. Researchers have evaluated and implemented the impact factors of natural landscape, affecting visitor selection and improving satisfaction (Deng, King & Bauer, 2002). Not only that, studies' result by Som et al. (2012) noted that the natural landscape is highlighted as the main factor for tourists to revisit. Natural and atmosphere strongly influence the tourists to revisit (Bujosa, Riera& Torres, 2015).

> H4: Natural landscape has significant positive effect on local tourists to revisit Penang.

Mohamad and Som (2010) suggested that a tourist destination should capitalize its events in promoting the site. The opportunities to learn new things from the organized festivals and celebrations increase the visitation Penang (Mohamad, Abdullah & Mokhlis, 2012). Visitors who participate in the events and activities offered at the festivals are more likely to be satisfied and express intention to revisit the place afterwards (Lee & Beeler, 2009). Thus, this study predicts that:

> H5: Events carried out or going to carry out in Penang will encourage more domestic tourists to revisit Penang.

History and culture are an important factor that can draw tourists' intention to visit the destination (Mohamad & Som, 2010; Baniya & Paudel, 2016). Abundant cultural and ethical values are critical to influencing tourist satisfaction level (Jayaraman, et al., 2010). The places where abundant with resources and attractions in culture encourage tourist's intention to revisit (Som et al., 2012). Besides that Shirazi and Som (2010) tested the influences of history and culture building on intention to revisit. They found revisit as a pointer of destination loyalty strongly influenced by the destination attributes. Being awarded as Heritage City by UNESCO, current authors therefore hypothesize that:

> H6: History and culture are related to domestic tourists' intention to revisit Penang positively.

Foods become an important item for the tourist experience and increase their intention to revisit (Jayaraman et al., 2010).The motivation of food tourism is to obtain special experiences from food. Food tourism greatly increased and has become the most active segment in tourism (Meladze, 2015). Availability of multicultural food (Mohamad & Som, 2010; Chang, 2013) could increase tourists' intention to visit a place. Revisit decision attributes like food taken into consideration (Rajasenan, Varghese & Bijith, 2012). Food tourism is considered a major event, attraction and climax experience that can inspire people to travel to their destination and encourage them to repeat visits (Allan, 2016). Repeated visitors often think of food quality (Cho, Byun & Shin, 2014). As Penang has been serving foods prepared by local and foreign cultural at affordable price, we thereby forecast that:

> H7: Food tourism can positively encourage more domestic tourists to revisit Penang.

3.4   The Operational Framework of Current Research

Table 3.1 shows the measurement items that have been used by past researchers to measure the variables used in this study. In this study, we are using all past studies' measurement items because the items had been tested and could measure related variable significantly. However, the items had been modified by academic experts so that Malaysian tourists can comprehensive the meaning of each item better. After that, pilot test was carried out to ensure selected domestic tourists can understand the modified version.

Table 3.1 Measurement Items in Current Research

Variable's name	Relevant item
A. Self-Exploratory	A1. Travel can enhance knowledge and experiences [a, c, e, f, h, i, j]
	A2. Travel enable me to fulfil my dream and self-curiosity about places that I want to visit [a, b, c, e, j]
	A3. I can learn something new and interesting while travelling [b, e, f, g, i, j]
	A4. I can experience new or different cultures or lifestyle or traditions when I travel [c, e, h, i, j]
B. Relaxation	B1. I can temporary release myself from feeling stress which could emerge in my daily life [a, e, j, f]
	B2. I can experience a different lifestyle [b, c,e, f, g, h, j]
	B3. I can be have a rest and relax [a, c,e, h, i, j]
	B4. I would feel happy and excited in tourists places [e, j]
	B5. I want to find thrills and excitement [c, h]
	B6. I want to get a break [f]
C. Social Interaction	C1. I may meet people with similar interests when I travel [a]
	C2. I can share my life/work/travel experience with people whom I knew or who are new to me when I travel [a, e, j]
	C3. I could increase my social status (or my personal standing or importance compared to other people within my society) if I travel [a, c, g, i]
	C4. Travel could enhance or enrich my relationships with family members/ friends/ acquaintances [a, g]
	C5. I could communicate with local community or other tourists [b, c, h]
	C6. Meeting and chatting with other tourists could be entertaining [a, b, c, e, g, f, h, j]
	C7. Meeting and chatting with local people could be entertaining [h]
	C8. I enjoy visiting friends/ acquaintances/relatives who lived in other places [c, g,, h,]
D. Natural Landscape	D1. I love natural scenery and landscape [b, c, e, f, j]
	D2. I love seaside or beaches [b, c, e, j]
	D3. I love to visit places that to me is beautiful [a, d]
	D4. I love mountainous areas [b, f]
	D5. I love flora and fauna [f]
	D6. I love getting close to nature [f]
E. Events and Activities	E1. I enjoy to experience the activities or events such as sports or cultural held in tourist destination [a, b, f, h]
	E2. I enjoy to experience the nightlife and entertainment activities held in tourist destination [c, h, j]
	E3. I enjoy to shop at different places when I travel [c, h, e, j]
	E4. I enjoy to visit local amusement/national park [h]
	E5. I enjoy to participate in the events that I never participated in before (such as sport events, carnivals, cultural activities and festivals) [b, f]

	E6. I enjoy to do something that is challenging from my perspective [f]
F. History and Culture	F1. I enjoy to view multiculturalism practice when I travel to Penang [e]
	F2. I enjoy to visit cultural and historical places/ sites/ buildings when I travel to Penang [a, e, j]
	F3. I enjoy to view and experience authentic local culture when I travel Penang [c, e]
	F4. I enjoy to explore local cultural resources when I travel to Penang [b, c, d, e, g, h, i, j]
	F5. I enjoy to visit heritage sites when I travel to Penang [a, c, j]
	F6. I enjoy to know about the history of visiting places when I travel to Penang [d, f]
	F7. I enjoy to see local arts and craft when I travel to Penang [b, c, f, h, j]
	F8. I enjoy to view outstanding scenery such as traditional or natural landscapes or features that is related to traditional practice when I travel to Penang [c, h]
G. Food Tourism	G1. I enjoy tasting variety of foods [e, f]
	G2. I enjoy sampling new and different foods [i]
	G3. I enjoy tasting foods from different cultures [i]
	G4. I enjoy tasting foods prepared by local people [f]
	G5. I enjoy chatting with friends of foods and beverages that I have tasted or going to taste [i]
	G6. I enjoy exploring foods availability in tourists destination before visiting the place [i]
	G7. I enjoy participating in food events and festivals [i]
H. Revisit Intention	H1. Penang will remain as one of my primary choice for tourism [b]
	H2. I may try to find out more about tourist products and services in Penang in future [b, k]
	H3. I may visit Penang again in the near future [b, d, k, l]
	H4. I may keep contact with the people that I knew in Penang for the next visit [b]
	H5. I may visit the same destinations located in Penang again in future [a, j, h, k]
	H6. I may stay longer in Penang during my next visit [k]

Sources:
[a] Chen & Mo (2014)
[b] Khuong & Ha (2014)
[c] Mohammad & Som (2010)
[d] Lim et al (2015)
[e] Yousefi & Marzuki (2015)
[f] Dayour & Adongo (2015)
[g] Guha (2009)
[h] Baniya & Paudel (2016)
[i] Kim, Suh & Eves (2010)
[j] Sangpikul (2008)
[k] Som et al (2012)
[l] Chang (2013)

3.5 Data Elicitation of current study

3.5.1 The Current Study Location and Data Collection Time Period

Current study data was collected in Penang. The survey was conducted in four weeks' time: from 28th May 2017 to 24th Jun 2017 in conjunction to Malaysian school holidays. On top of that, e-questionnaire by using Google form two weeks prior the physical data collection in Penang. This is meant to collect data from respondents who were not physically visited Penang during the physical data collection period.

3.5.2 The Target Population

According to WTO, a tourist is defined as an individual who is living outside the study region and travel for short-term visit and then return home. In this study, domestic tourists refer to Malaysian who stays for at least one night in any chargeable lodging such as hotel, motel, or apartment, but not more than one year for leisure or holiday at any time of the year.

3.5.3 Sample Size

In this research, the sample size study is 250. According to Comrey and Lee (1992), a marketing research will consider good if the sample size consists around 200 to 300. In order to obtain a more accurate result, 250 questionnaires will be distributed in Penang famous tourism spots.

3.5.4 Sample Technique

It is not practicable to survey all tourists who had visited Penang in each of the 14 states of Malaysia due to various constraints such as time and financial resources. In this study, judgemental sampling was used to survey people who had visited in the main tourism sites: Georgetown and Batu Feringghi. Judgemental sampling is a technique where researcher selects the sample based on their knowledge and professional judgements (Berhard, 2002). Although non-probability sampling is ideal, but it cannot be done in places where there are no limited entrance and exit like the beach, and road side hawker stalls. Furthermore, we are not allowed to carry out the survey in hotels or restaurants.

3.5.5 Data Collection Method

Current data is collected by using questionnaire survey, distributed face-to-face and online Google form. Questionnaire is an appropriate method that is used in a short period of time to collect data from a huge numbers of the respondents (Marshall, 2005).

3.5.5.1 Questionnaire Design

The main objective of the survey tool is to examine the basic level of visitor revisit intention. The questionnaire is consisting of two sections. Section A that aimed to record respondents' demographic profiles such as gender, age, marital status, employment status and others. While section B intended to survey

the respondents' feedback of statements of each measurement item of the respective seven variables by using the five point Likert scale, ranging from (1) strongly disagrees to (5) strongly agree (see Appendix 3.2 for current study's questionnaire).

3.5.5.2 Questionnaire Distribution Method

Many methods can be used to distribute the question such as telephone survey, face-to-face, drop-off and pick-up surveys, mailed survey and online survey. Some of the methods like mailed surveys are criticised on the grounds of low response rate and large number of incomplete surveys returned. Face-to-face distribution method issued to minimise the nonresponse and bias response rates (Allred & Ross-Davis, 2011; Douglas, Westley & Chaffee, 1970). Google form of questionnaires is used as well to capture the more feedback from Malaysian who was not visiting Penang when the questionnaire was distributed in Penang.

3.6   Current Study Data Analyses' Method

SEM PLS is used to analysis the inferential statistic because of its ability to handle small to medium sample sizes and the measurement between latent variables and their items can be measured as well (Carrion, Henseler, Ringle & Roldan, 2016). Meanwhile, SPSS is used to analyse descriptive statistics: respondents' demographics.

3.7   Current Research's Ethical Consideration

To ensure the respondents that their identity is fully protect and will not disclose for any commercial use but solely for academic purpose, an ethical form is attached together with the questionnaire (see Appendix 3.3 & 3.4). The survey was accompanied with a covering letter that stated the objective of the study; the voluntary participation mode and the confidential treatment of the response (see Appendix 3.1).

3.8   Representativeness of Data to the Population

Before carrying out the main survey, a pilot test was conducted in order to know whether the respondents can comprehend the meaning of each surveyed item clearly and also to measure the length of time needed to complete the questionnaire. During the pilot test, the academic expert has recommended some amendments on grammatical error and the use of inappropriate statements. On top of that, 30 qualified respondents were interviewed to the reliability and validity of the amended items' statements. The result showed that the pilot test respondents can comprehend the meaning of each measurement item without much problem (see table 3.2).

Table 3.2 Pilot test of reliability

Studied Variable	Number of Items	Cronbach's Alpha values
Self-exploratory	4	0.860
Relaxation	6	0.740
Social Interaction	8	0.881
Natural Landscape	6	0.827
Events of the destination	6	0.767
History and Cultural	8	0.883
Food Tourism	7	0.912
Intention to Revisit Penang	6	0.921

Source: Developed for the research

From table 3.2, the Cronbach's Alpha values for all variables were ranged from 0.74 to 0.912, which had met the minimum threshold, 0.7 (Hair, Black & Babin, 2010; Nunnaly, 1978). In other words, all studied variables were reliable.

3.9   Summary of Present Research Methodology

Theory of Push and Pull Factors is used the basic theory to solve current study's problem. To solve current study's problem comprehensively, food tourism is included as an additional pull factor variable. The items of each variable were adapted from past studies so that current respondents can better understanding the actual meaning of the items and give true answers. This study's main survey was carried out in Penang and questionnaire was distributed by using Google form too, so that tourists who had visited Penang but was absent during the data collection in Penang could have the opportunity to voice their opinions. Targeted sample size is 250 and physical respondents were selected by using convenience sampling in Penang at 28th May to 24th Jun 2017. SPSS is used to analyse descriptive statistical test while SEM PLS is used to test and confirmed current study's hypotheses.

CHAPTER4: FINDING AND DISCUSSION

4.1   Introduction

This chapter provides the analysis and discussion of the data collected by using survey questionnaires about local tourists' intention to revisit Penang.   The questionnaire presents respondents' demographics characteristic and opinion toward revisit Penang.   This chapter also provides cross tabulation by using Statistical Package for the Social Sciences (SPSS) and some statistical test results performed by partial least squares path modelling (SEM-PLS).

4.2   Survey Response Analysis

This study was using e-mail and face to face method to collect data.   Out of 275 distributed questionnaires, and all of the distributed questionnaires were returned. However, 25 out of 275 of the returned questionnaires were not suitable for statistical analysis, because the 25 respondents' demographic profiles are not satisfied to the condition of target respondent.

4.3 Demographic Characteristics of Current Study's Respondent

As shown in Table 4.1, there were more female (57.4%) respondents and majority of the respondents were within the age group 18 to 25 years old (86.4%), and single (92.8%). Other than that, it also shows that most of the respondents are student and their travel period is between 2 to 5 days (67.2%). Last but not least, majority of the respondents will start a trip within 6 months (38.8%) and 1 year (33.6%).

Table 4.1: Summary of Demographic Characteristics

Demographic Characteristics	Frequency	Percentage, %
Gender		
Male	106	42.4
Female	144	57.6
Age		
18 to 25 Year Old	216	86.4
26 to 35 Year Old	26	10.4
36 to 45 Year Old	7	2.8
46 to 55 Year Old	1	0.4
Over 55 Year Old	0	0
Marital Status		
Single	232	92.8
Married	18	7.2
Divorced	0	0
Employment Status		
Student	160	64
Employment	79	31.6
Unemployment	10	4
Retired	1	0.4
How often will participant start a trip		
1 Month	29	11.6
6 Month	97	38.8
1 Year	84	33.6
More than 1 Year	40	16
How long is the travel		
Day Trip	22	8.8
2 – 5 Days	168	67.2
1 Week	45	18
More than 1 week	15	6

Source: Developed for the research

4.4   Cross Tabulation Analysis

In order to further apprehend the relationship between categorical variables used in this study. The Chi-square and correlation tests are done in the cross tabulation analysis. In order to determine the significant difference between categorical variables, P-value (Asypm. Sig) in the Chi-square test was evaluated. If P-value <0.05, conclude that a significant difference does exist. However, if the P-value > 0.05, we cannot conclude that a significant difference exists.

Of these 6 demographic characteristics, employment status only had contributed a significant difference on the independent variable of self-exploratory. Moreover, travel period had contributed a significant difference on the dependent variable (intention to revisit).

In this sub-topic, only variables that have statistical significant relationships are discussed in this study. The non-significant relationships are shown in Appendix 4.1 to 4.46.

4.4.1 The Relationship between Employment Status and Self-Exploratory

Table 4.2 shows that both different employment statuses have slightly different in regards to self-exploratory when they want to revisit Penang. Most of the students strongly agree self-exploratory influence their intention to revisit Penang while less employment respondents perceived that way. Possibly, this might be due to student have lower financial ability compare to working adult that is able to travel over sea.

Table 4.2: Cross Tabulation Analysis of Employment Status * Self-Exploratory

			Self-Exploratory					
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Employment Status	Student	Count	2	3	6	60	89	160
		% within Employment Status	1.3%	1.9%	3.8%	37.5%	55.6%	100.0%
		% within Self-Exploratory	28.6%	50.0%	40.0%	61.9%	71.2%	64.0%
	Employment	Count	5	2	7	34	31	79
		% within Employment Status	6.3%	2.5%	8.9%	43.0%	39.2%	100.0%
		% within Self-Exploratory	71.4%	33.3%	46.7%	35.1%	24.8%	31.6%
	Unemployment	Count	0	1	1	3	5	10
		% within Employment Status	0%	10.0%	10.0%	30.0%	50.0%	100.0%
		% within Self-Exploratory	0%	16.7%	6.7%	3.1%	4.0%	4.0%
	Retired	Count	0	0	1	0	0	1
		% within Employment Status	0%	0%	100.0%	0%	0%	100.0%
		% within Self-Exploratory	0%	0%	6.7%	0%	0%	4%
Total		Count	7	6	15	97	125	250
		% within Employment Status	2.8%	2.4%	6.0%	38.8%	50%	100.0%
		% within Self-Exploratory	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.600	12	0.003
Likelihood Ratio	18.352	12	0.105
Linear-by-Linear Association	9.160	1	0.002
N of Valid Cases	250		

4.4.2 The Relationship between Travel Period and Intention to Revisit

Table 4.3 indicates 54.5% of the respondents who prefer day trip are strongly agree that intention to revisit will influence their actual behaviour, it is higher than others category in travel period. The result shows that the longer the travel period, the more opposed to this statement. Possibly, this is because tourist would not like to spend too much time to revisit a place.

Table 4.3: Cross Tabulation Analysis of Travel Period * Intention to Revisit

			Intention to Revisit					
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Travel Period	Day Trip	Count	1	0	4	5	12	22
		% within Travel Period	4.5%	0%	18.2%	22.7%	54.5%	100%
		% within Intention to Revisit	11.1%	0%	26.7%	4.3%	12.2%	8.8%
	2 – 5 Days	Count	3	9	9	83	64	168
		% within Travel Period	1.8%	5.4%	5.4%	49.4%	38.1%	100%
		% within Intention to Revisit	33.3%	81.8%	60.0%	70.9%	65.3%	67.2%
	1 Week	Count	4	0	2	21	18	45
		% within Travel Period	8.9%	0%	4.4%	46.7%	40.0%	100.0%
		% within Intention to Revisit	44.4%	0%	13.3%	17.9%	18.4%	18.0%
	More than 1 Week	Count	1	2	0	8	4	15
		% within Travel Period	6.7%	13.3%	0%	53.3%	26.7%	100.0%
		% within Intention to Revisit	11.1%	18.2%	0%	6.8%	4.1%	6.0%
Total		Count	9	11	15	117	98	250
		% within Travel Period	3.6%	4.4%	6.0%	46.8%	39.2%	100.0%
		% within Intention to Revisit	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.223	12	0.026
Likelihood Ratio	23.983	12	0.020
Linear-by-Linear Association	1.861	1	0.173
N of Valid Cases	250		

4.5   Validity, Reliability, and Multicollinearity Analyses

4.5.1 Convergent Validity

Convergent validity is a test to evaluate whether the items used to measure a construct provide a similar or convergent result. Three criteria can be used to measure the convergent validity of items (Fornell & Larcker, 1981). (1) The factor loading score of each item of a construct should be at least at 0.5, (2) The Cronbach's alpha score of each construct should be at least 0.8, and (3) The Average Variance Extracted (AVE) from each construct should be at least 0.5. The convergent validity of the construct is questionable if the AVE is less than 0.5 (Bagozzi & Yi, 1988), because the variance due to measurement error is greater than the variance due to the construct. Table 4.4 shows that the three criteria are fulfilled.

Table 4.4: Validity and Reliability Analysis

Construct	Item	Factor Loading	Average Variance Extracted (AVE)	Composite Reliability	Cronbach's alpha
Self-Exploratory	SE1	0.924	0.836	0.953	0.935
	SE2	0.888			
	SE3	0.934			
	SE4	0.910			
Relaxation	Re1	0.882	0.747	0.947	0.932
	Re2	0.845			
	Re3	0.871			
	Re4	0.864			
	Re5	0.840			
	Re6	0.874			
Social Interaction	SI1	0.801	0.667	0.941	0.928
	SI2	0.808			
	SI3	0.815			
	SI4	0.760			
	SI5	0.840			
	SI6	0.852			
	SI7	0.866			
	SI8	0.771			
Natural Landscape	NL1	0.850	0.715	0.938	0.920
	NL2	0.835			
	NL3	0.830			
	NL4	0.824			
	NL5	0.843			
	NL6	0.879			
Events and Activities	EA1	0.790	0.614	0.905	0.874
	EA2	0.807			
	EA3	0.763			
	EA4	0.713			
	EA5	0.831			
	EA6	0.776			
History and Culture	HC1	0.830	0.721	0.954	0.945
	HC2	0.879			
	HC3	0.881			
	HC4	0.870			
	HC5	0.844			
	HC6	0.811			
	HC7	0.824			
	HC8	0.841			
Food Tourism	FT1	0.882	0.765	0.958	0.949
	FT2	0.893			
	FT3	0.901			
	FT4	0.886			
	FT5	0.837			
	FT6	0.886			
	FT7	0.822			
Revisit Intention	RI1	0.845	0.762	0.957	0.948
	RI2	0.860			

RI3	0.905	
RI4	0.836	
RI5	0.903	
RI6	0.873	
RI7	0.880	

4.5.2 Discriminant validity

Discriminant validity is used to evaluate whether the items used to measure one construct are different from the items used to measure other constructs. Table 4.5 shows that the correlation scores between the items of two different constructs were lower than the square root of the AVE scored shared by all items within a construct. Based on the convergent validity and discriminant validity result, the construct validity of this study thereby scored satisfactorily.

Table 4.5: Discriminant Validity

	Events and Activities	Food Tourism	History and Culture	Natural Landscape	Relaxation	Revisit Intention	Self-Exploratory	Social Interaction
Events and Activities	**0.784**							
Food Tourism	0.615	**0.875**						
History and Culture	0.723	0.619	**0.849**					
Natural Landscape	0.668	0.613	0.618	**0.846**				
Relaxation	0.625	0.642	0.579	0.686	**0.864**			
Revisit Intention	0.595	0.588	0.558	0.485	0.499	**0.873**		
Self-Exploratory	0.546	0.609	0.528	0.682	0.804	0.507	**0.915**	
Social Interaction	0.704	0.645	0.636	0.636	0.630	0.627	0.599	**0.817**

Source: Developed for the research

4.6 Structural Modelling Analysis

The structural relationships (β and T-value) between each constructs and used items are shown in Figure 4.6. The intention to revisit Penang is predicted by SE (β = 0.154), relaxation (β =-0.076), SI (β = 0.282), NL (β = -0.086), EA (β = 0.199), HC (β = 0.115), and FT (β = 0.220). The seven constructs explained 50.5% of the variance in intention to revisit Penang (shown by R ^{2}= 0.505). As a result, Hypotheses 3, 5, and 7 are all supported. However, Hypotheses 1, 2, 4, and 6 shows week or no significant relationship (T-value < 1.96) with intention to revisit Penang.

Figure 4.1: Result of Structural Modelling Analysis
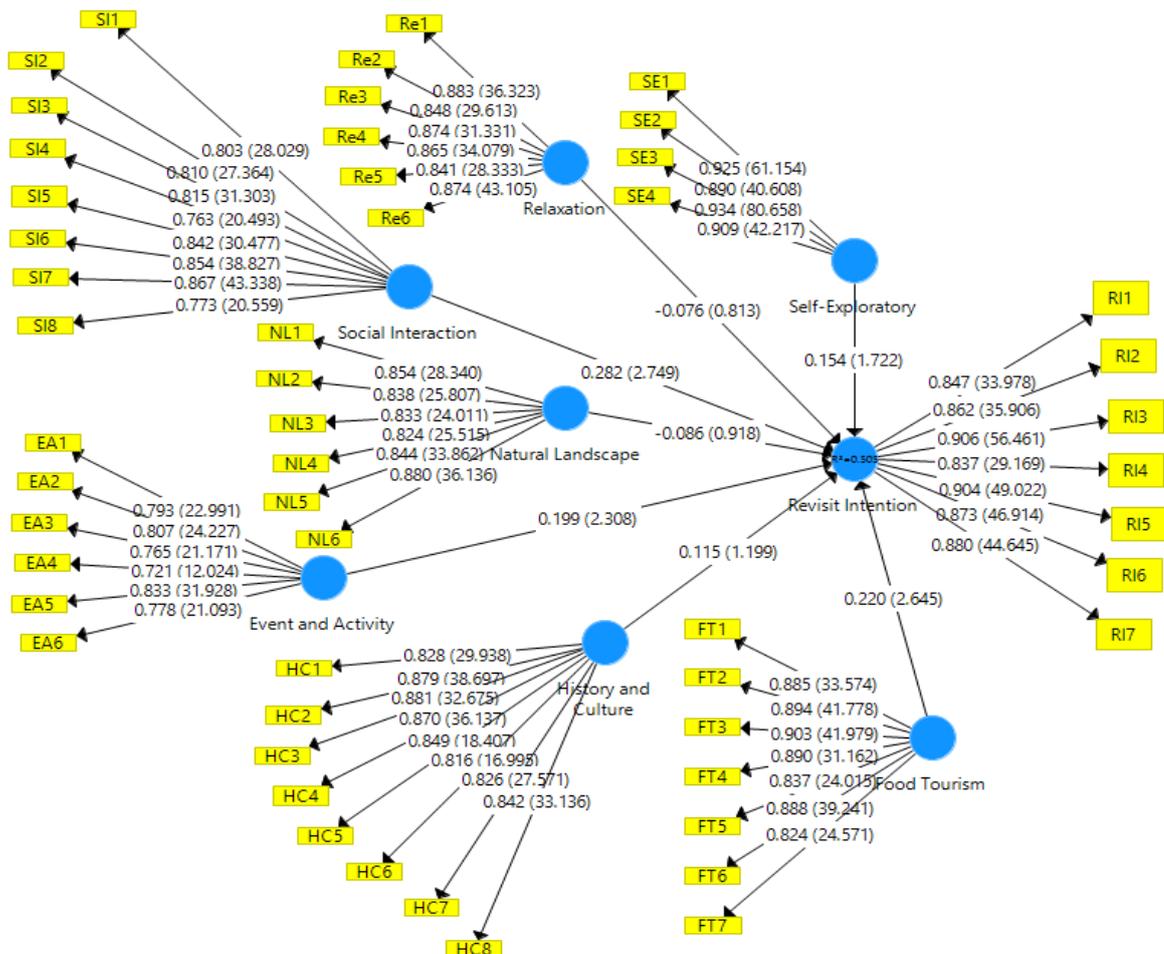
4.7   Summary of the Finding and Discussion

The SEM result shows that three hypotheses (H3, H5, and H7) are supported and four hypotheses (H1, H2, H4, H6) are not supported. Overall, 50.5% (R^2) of the intention to revisit Penang is accounted by the seven variables used in this study. Among the variables, we found that Social Interaction has the most influence on intention to revisit Penang.

The reason that Self-Exploratory has low influence on intention to revisit might be due to tourist think that revisit a place is hard to gain new knowledge and experience. Other than that, Relaxation, NL, and HC also have week influence on intention to revisit. Possibly, it might be due to Penang have a large number of tourist and car, so tourist cannot relax in a too crowded place. Moreover, the beach and seaside is becoming more and more dirty, tourist not willing to revisit Penang for those natural landscapes. Last but not least, most of the history and culture in Penang are only left a building or remains rather than got people live inside. So, tourist not willing to revisit those places only for a old building or remains.

The next chapter shall present the theoretical and managerial implication, and to discuss how the results can help the government and marketers in enhance tourism in Penang.

CHAPTER 5: CONCLUSION

5.1   Introduction

This part is presenting the synopsis of the study, policy and theoretical implications. It further discusses the limit of the current research and suggested areas for future studies.

5.2   Accomplishment of Research Objectives

To solve research problem, this study accomplished three objectives. First, examination the direct effects generated by the following push factors: self-exploratory, relaxation, social interaction on local tourists' intention to revisit Penang. Second, it is examination the direct affects generated by following pull factors: natural landscape, events and activities, history and culture on local tourists' intention to revisit Penang. Third, examination of the direct effects generated by the following additional variable in pull factors: food tourism on local tourists' intention to revisit Penang.

To accomplish the first objectives, the direct effects generated by push factors on local tourists' intention to revisit Penang: Social interactions, tested by hypotheses H3 respectively were found have positive influences on the intention of local tourists to revisit Penang, while the self- exploratory and relaxation tested by hypotheses H1 and H2 have negative influences.

With the regard to the second objective, the study found the similar to H5, the events and activities, tested by hypotheses H5 could influences the local tourists to revisit Penang while natural landscape, history and culture, tested by hypotheses H4 and H6 could not influences the local tourists. The third objective was achieved by examination the direct effects generated by the following additional variable in pull factors: food tourism on local tourists' intention to revisit Penang tested by hypotheses H7.

5.3 Managerial Implications

According to our findings, food tourism, social interaction and events are significant to influence domestic tourists to revisit Penang. This result is useful to the marketers to enhance, improve and maintain factors that contribute to tourists' intention to revisit. Marketers should focus more on these three variables in order to increase the revenues of their business. The increasing of domestic tourists will create new entrepreneur opportunity. They can expand the products and services that already had in Penang or create something new to attract tourists' attention. Domestic tourists are more likely to taste food from different cultures and they very care about the food quality. The quality and variety of foods will influence tourist's satisfaction. F&B owner should maintain the quality of foods no matter when to retain their customers.

Another important implication is to develop the destination marketing strategies. According to the data finding, marketers can know more details about the local tourist's preferences, tastes, wants and needs. Tourism companies should consider diversified tour packages; develop destination programs and events to provide tourists more diverse options to choose. Based on the travel needs of each visitor team, they need to provide flexibility and adaptability to the customer's design and service thus prepare the different needs of different customers. Therefore, managers able improve the tourists' satisfaction and provide tourists with a fun

and memorable travel experience. It is more necessary for manager to train their employees in order to improve their performance in providing services to customers. A standard employee has to specialized in foreign languages, tourism knowledge and able to help customers solve their problems. Once they satisfied, they will choose to revisit Penang.

Lastly, government is playing an important role in expansion of tourism. Self-exploration, relaxation, natural landscape and history and culture should less focus in the future. Government should less promote the non- significant variables. The saved cost and resources can be used to other right places. Government can create supporting facilities and infrastructure like placing some police station or hiring security officers to maintain the security and can create peacefulness. Besides that, the related department should provide regular maintenance on the signage board or stands in the tourist areas which helps tourists to get a beneficial help and clear information.

5.4   Theoretical Implications

The findings of this study can deduce some of the theoretical implications to academics. Nowadays, food tourism is faster growing in tourism industry. There were many of researchers done their research on food tourism previously but limited numbers of researcher use push and pull theory on food tourism in Penang. Hence, this study is beneficial to those people who are interesting in learning in the same industry. Food tourism is the unique variable in our study. Our findings indicated that food tourism had higher significant effect in influencing local tourist to revisit Penang. Food tourism is a key pull factor in the satisfaction of visitor to the destination (Vetitney, Romanova, Matushenko & Kvetenadze, 2013).

We have also applied and tested our study by using both methods: SPSS and SEM PLS. SPSS software is continually being updated and improved. We used SPSS to run our demographic statistics while use SEM PLS to run the others variables relationships. Using both methods make our data more accurate and clear. From the cross tabulation analysis in SPSS, we can clearly notice that which demographic variable have the relationship with our independent variables. By using SEM PLS, we can handle numerous of independent variables at the same time. Future academics can know very details in every variable in our findings.

5.5 Research Limitations

This research has several limitations. The first limit is not defined for local tourists. This study focused only on Penang, which hinders the generalization of the results. We are not clearly defined or checked where the tourists come from. According to Tourism and Hospitality studies, the domestic tourist staying in a group or private accommodation for at least one night in the places where his/ her visits. For those who born, stay or work at Penang should not count as domestic tourist.

Secondly, discussion on figure 4.1 shown that self- exploratory, relaxation, natural landscape, history and culture are not significant. The natural landscape of Penang has destroyed. As mention at problem statement, the seaside of Batu Feringghi was dirty and murky to swim. The finding shows that domestic tourists are still not revisit Penang because of the natural landscape of Penang. The images of Penang are still dropping in their mind.

5.6   Recommendations for Future Research

In order to repeat the same mistake, we suggest future researchers must clearly define the target audience before let them fill in the questionnaires. We suggest them to set one or two question that related to this statement at demographic section. For example, where do you live and where is your place of birth. It is important to target the accurate target.

We also recommend future researcher not focus on the four not significant variables. Every destination has its own attractions. Future researcher can focus on accommodation in Penang. Many of the tourists will revisit Penang because of hotels like Hard Rock Hotel. A tourist loyalty is depends on the satisfaction on accommodations (Rajesh, 2013). Malaysia's other tourist destination such as Sabah, Sarawak, Johor and other places can further copy the generalization of the problem. Besides that, future researchers should expand the survey sites to more tourism attractions spot in Penang. They can conduct survey at Auto City and Icon City in Mainland, Penang in order to implement the finds and perfect level of responses.

REFERENCES

Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. *In Action control*. Springer Berlin Heidelberg.

Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, *50(2),* 179-211.

Ajzen, I., & Fishbein, M. (1970). The prediction of behavior from attitudinal and normative variables. *Journal of experimental social Psychology*, *6(4),* 466-487.

Akama, J. S., & Kieti, D. M. (2003). Measuring tourist satisfaction with Kenya's wildlife safari: a case study of Tsavo West National Park. *Tourism management*, *24(1),* 73-81.

Allan, M. (2016). Exploring the relationship between local food consumption and intentional loyalty. *Revista de turism-studii si cercetari in turism, (21),* 33-38.

Allred, S. B., & Ross-Davis, A. (2011). The drop-off and pick-up method: An approach to reduce nonresponse bias in natural resource surveys. *Small-Scale Forestry*, *10(3)*, 305-318.

Ang, L. P. (2006). *Factors Influencing International Tourists In Choosing A Travel Destinations: Case Study Of Penang, Malaysia* (Doctoral dissertation, Universiti Sains Malaysia).

Azman, I., & Chan, J. K. L. (2012). International Health and Spa Tourists' Motivational factors in Sabah, Malaysia: The Push and Pull Factors. *Journal of Tourism, Hospitality and Culinary Arts*, *4(3),* 87-104.

Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the academy of marketing science*, *16(1),* 74-94.

Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of tourism research*, *27*(3), 785-804.

Baniya, R., & Paudel, K. (2016). An Analysis of Push and Pull Travel Motivations of Domestic Tourists in Nepal. *Journal of Management and Development Studies*, *27*, 16-30.

Beard, J. G., & Ragheb, M. G. (1983). Measuring leisure motivation. *Journal of leisure research*, *15(3),* 219-228.

Bernard, H.R. (2002). *Research Methods in Anthropology: Qualitative and Quantitative Methods* (3rd ed.).AltaMiraPress ,Walnut Creek, California.

Bigne, J. E., Sanchez, M. I., & Sanchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: inter-relationship. *Tourism management*, *22(6)*, 607-616.

Bindu, T., & Kanagaraj, C. (2013). A study on international tourist's satisfaction with tourism services in Kerala. *Life Science Journal*, *10(9s),* 177-185.

Bogari, N. B., Crowther, G., & Marr, N. (2003). Motivation for domestic tourism: A case study of the Kingdom of Saudi Arabia. *Tourism Analysis*, *8(2),* 137-141.

Bujosa, A., Riera, A., & Torres, C. M. (2015). Valuing tourism demand attributes to guide climate change adaptation measures efficiently: The case of the Spanish domestic travel market. *Tourism Management*, *47*, 233-239.

Carrión, G. C., Henseler, J., Ringle, C. M., & Roldán, J. L. (2016). Prediction-oriented modeling in business research by means of PLS path modeling: introduction to a JBR special section. *Journal of business research*, *69(10)*, 4545-4551.

Chang, L. L. (2013). *Influencing factors on creative tourists'' revisiting intention: The roles of motivation, experience and perceived value* (Doctoral dissertation, Clemson University).

Chen, Y. F., & Mo, H. E. (2014). A Survey of Push and Pull Motivations of Green Event Tourists. *International Journal of Information and Education Technology*, *4(3),* 260.

Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism management*, *29(4),* 624-636.

Cho, H. S., Byun, B., & Shin, S. (2014). An examination of the relationship between rural tourists' satisfaction, revisitation and information preferences: A Korean case study. *Sustainability*, *6(9),* 6293-6311.

Comrey, A. L., & Lee, H. B. (2013). *A first course in factor analysis*. Psychology Press.

Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2008). *Tourism principles and Practices* (4th ed.). London: Pearson Education.

Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of tourism research*, *6(4),* 408-424.

Dann, G. M. (1977). Anomie, ego-enhancement and tourism. *Annals of tourism research*, *4(4),* 184-194.

Dayour, F., & Adongo, C. A. (2015). Why they go there: International tourists' motivations and revisit intention to Northern Ghana. *American Journal of Tourism Management*, *4(1),* 7-17.

Deng, J., King, B., & Bauer, T. (2002). Evaluating natural attractions for tourism. *Annals of tourism research*, *29(2),* 422-438.

Department of Statistics Malaysia – GDP. (2015). Retrieved 5 March 2017, from https://www.dosm.gov.my/v1/index.php?r=column/cthemeByCat&cat=102&bul_id=Y1NNYUhXOG14MTNQeEpCbXJVNURkZz09&menu_id=TE5CRUZCblh4ZTZMODZIbmk2aWRRQT09

Domestic Tourism Survey. (2015). Retrieved 4 March 2017, from https://newss.statistics.gov.my/newss-portalx/ep/epFreeDownloadContentSearch.seam?contentId=43717&actionMethod=ep%2FepFreeDownloadContentSearch.xhtml%3AcontentAction.doDisplayContent&cid=13189

Douglas, D. F., Westley, B. H., & Chaffee, S. H. (1970). An information campaign that changed community attitudes. *Journalism Quarterly*, *47(3),* 479-492.

Enrique Bigné, J., Sanchez, I., & Andreu, L. (2009). The role of variety seeking in short and long run revisit intentions in holiday destinations. *International Journal of Culture, Tourism and Hospitality Research*, *3(2),* 103-115.

Fleischer, A., & Pizam, A. (2002). Tourism constraints among Israeli seniors. *Annals of Tourism Research*, *29(1),* 106-123.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research, 18(1),* 39-50.

Gagné, M. (2009). A model of knowledge-sharing motivation. *Human Resource Management*, *48(4),* 571-589.

Godin, G., & Kok, G. (1996). The theory of planned behavior: a review of its applications to health-related behaviors. *American journal of health promotion*, *11(2),* 87-98.

Goeldner, C. R., & Ritchie, J. B. (2006). *Tourism: Principles, practices, philosophies*. John Wiley & Sons.

González Reverté, F., & Miralbell Izard, O. (2009). Cultural events as tourism supply in coastal Catalan resorts.

Guha, S. (2009). *Motivational push factors for visiting reenactment sites*. San Jose State University.

Hair, J. F., Black, W. C., & Babin, B. J. (2010). RE Anderson Multivariate data analysis: A global perspective.

Han, H., Hsu, L. T. J., & Sheu, C. (2010). Application of the theory of planned behavior to green hotel choice: Testing the effect of environmental friendly activities. *Tourism management*, *31*(3), 325-334.

Hashimu, B.,& Emmanuel, M. S. (2016). Discriminant Analysis of Tourist Revisit- Intention for Effective Marketing of Ecotourism Destinations in Plateau State. *Journal of Mathematics*, *12(3),* 63-70.

Holloway, J. C., & Plant, R. V. (1998).*Marketing for Tourism*, London: Pitman

Izzo, V. (2010).Presentation by the DG Enterprise Tourism Unit "The Importance of Landscapes for Tourism– The Impact of Tourism on Landscapes".*Landscape and Tourism*, *22.*

Jang, S. S., & Feng, R. (2007). Temporal destination revisit intention: The effects of novelty seeking and satisfaction. *Tourism management*, *28(2),* 580-590.

Jang, S. S., & Wu, C. M. E. (2006). Seniors' travel motivation and the influential factors: An examination of Taiwanese seniors. *Tourism management*, *27(2),* 306-316.

Jayaraman, K., Lin, S., Guat, C., & Ong, W. (2010). Does Malaysian tourism attract Singaporeans to revisit Malaysia? An empirical study. *Journal of Business and Policy Research*, *5(2),* 159-179.

Jeong, E. J., & Kim, D. H. (2011). Social activities, self-efficacy, game attitudes, and game addiction. *Cyberpsychology, Behavior, and Social Networking*, *14(4),* 213-221.

Jerome, N. (2013). Application of the Maslow's hierarchy of need theory; impacts and implications on organizational culture, human resource and employee's performance. *International Journal of Business and Management Invention*, *2(3),* 39-45.

Jethro, M. (2013). Malaysia launches attack on Filipino intruders in Borneo. CNN. Retrieved 21 March 2017, from http://edition.cnn.com/2013/03/04/world/asia/malaysia-philippines-standoff/

Kanagaraj, C., & Bindu, T. (2013). An analysis of push and pull travel motivations of domestic tourists to Kerala. *International Journal of Management & Business Studies*, *3(2),* 112-118.

Kassean, H., & Gassita, R. (2013). Exploring tourists push and pull motivations to visit Mauritius as a tourist destination. *African Journal of Hospitality, Tourism and Leisure*, *2(3),* 1-13.

Khuong, M. N., & Ha, H. T. T. (2014). The Influences of Push and Pull Factors on the International Leisure Tourists' Return Intention to Ho Chi Minh City, Vietnam--A Mediation Analysis of Destination Satisfaction. *International Journal of Trade, Economics and Finance*, *5(6),* 490-496.

Kim, Y. G., Suh, B. W., & Eves, A. (2010). The relationships between food-related personality traits, satisfaction, and loyalty among visitors attending food events and festivals. *International Journal of Hospitality Management*, *29(2),* 216-226.

Klenosky, D. B. (2002). The "pull" of tourism destinations: A means-end investigation. *Journal of travel research*, *40(4),* 396-403.

Knowles, R. (2004). *Reading the material theatre*. Cambridge University Press.

Kozak, M. (2002). Comparative analysis of tourist motivations by nationality and destinations. *Tourism management*, *23(3),* 221-232.

Lee, J., & Beeler, C. (2009). An investigation of predictors of satisfaction and future intention: links to motivation, involvement, and service quality in a local festival. *Event Management*, *13(1),* 17-29.

Lee, S., Phau, I., & Quintal, V. (2012). Factors Influencing Decisions to Visit Private Parks: The Case of Araluen Botanic Park WA. In *Proceedings of the Australian and New Zealand Marketing Academy conference*. Australian and New Zealand Marketing Academy.

Leonard, R., & Onyx, J. (2009). Volunteer tourism: The interests and motivations of grey nomads. *Annals of Leisure Research*, *12(3-4)*, 315-332.

Lim, C. C., Lim, H. L., Ng, S. Y., & Phan, Y. X. (2015). *Determinants of travel intention among foreign student in Malaysia-perspective from push-pull motivations* (Doctoral dissertation, UTAR).

Looi, S. (2017). *Organisers must now seek govt approval for sports events | The Malaysian Insight*. *Themalaysianinsight.com*. Retrieved 27 May 2017, from https://www.themalaysianinsight.com/s/3269/

Maisarah, A. H., & Salmi, M. I (2015). The Theory of Planned Behaviour on Sustainable Tourism. *Journal of Applied Environmental and Biological Sciences*, *5(6S)* 84-88.

Malaysians protest against rare earth refinery. (2012). Retrieved 18 March 2017, from https://www.theguardian.com/world/2012/feb/26/malaysians-protest-rare-earth-refinery

Marshall, G. (2005). The purpose, design and administration of a questionnaire for data collection. *Radiography*, *11(2),* 131-136.

Martin-Pena, M. L., Diaz-Garrido, E., & Sanchez-Lopez, J. M. (2010). Relation between management's behavioural intentions toward the environment and environmental actions. *Journal of Environmental Planning and Management*, *53(3),* 297-315.

Maslow Theory of the Hierarchy of Needs Tourism Essay. (2015). Retrieved 6 March 2017 from https://www.ukessays.com/essays/tourism/maslows-theory-of-the-hierarchy-of-needs-tourism-essay.php

Maslow, A. H. (1943). A theory of human motivation. *Psychological review*, *50(4),* 370-396.

Meladze, M. (2016). The importance of the role of local food in Georgian tourism. *European Scientific Journal, ESJ*, *11(10),* 222-227.

Meng, F., Tepanon, Y., & Uysal, M. (2008). Measuring tourist satisfaction by attribute and motivation: The case of a nature-based resort. *Journal of vacation marketing*, *14(1),* 41-56.

Ministry of Tourism, Malaysia. *Tourism Statistics*. Retrieved 30 June 2016, from http://www.tourism.gov.my/statistics

Mohamad, D., & Jamil, R. M. (2012). A preference analysis model for selecting tourist destinations based on motivational factors: A case study in Kedah, Malaysia. *Procedia-Social and Behavioral Sciences*, *65*, 20-25.

Mohamad, M., Abdullah, A. R., & Mokhlis, S. (2012). Tourists' evaluations of destination image and future behavioural intention: The case of Malaysia. *Journal of Management and Sustainability*, *2(1),* 181.

Mohammad, B. A. M. A. H., & Som, A. P. M. (2010). An analysis of push and pull travel motivations of foreign tourists to Jordan. *International Journal of Business and Management*, *5(12),* 41-50.

Mostafavi Shirazi, F., Som, M., & Puad, A. (2013). Relationship marketing and destination loyalty: evidence from Penang, Malaysia. *International Journal of Management and Marketing Research, 6(1),* 95-106.

Nasson, B. (2009). History: The Meaning and Role of History in Human Development. *World Civilizations and History Of Human Development, 1,* 651-667.

Noordin, Z. (2015). *Tourists lament lack of 'life' in Penang's heritage areas - The Rakyat Post*. *The Rakyat Post*. Retrieved 9 March 2017, from http://www.therakyatpost.com/news/2015/03/28/tourists-lament-lack-of-life-in-penangs-heritage-areas/

Numally, J. C. (1978). Psychometric theory. *NY: McGraw-Hill*.

OEDC Review of Higher Education in Regional and City Development. Retrieved 02 July 2017, from https://www.oecd.org/edu/imhe/47506877.pdf

Omar, S. I., Mohamad, D., Rozelee, S., & Mohamed, B. (2015). Holiday satisfaction in Penang, Malaysia: A quantitative perspective analysis of international and domestic tourists. *Geografia-Malaysian Journal of Society and Space*, *11(7),* 70-81.

Oppermann, M. (1998). Destination threshold potential and the law of repeat visitation. *Journal of Travel Research*, *37(2),* 131-137.

Pearce, P. L., & Caltabiano, M. L. (1983). Inferring travel motivation from travelers' experiences. *Journal of Travel Research*, *22(2),* 16-20.

Penang Institute. Retrieved 30 June 2017, from http://penanginstitute.org/v3/resources/data-centre/97-quarterly-penang-statistics

Penang Tourism Survey. (2016). Retrieved 7 March 2017, from https://www.researchgate.net/publication/316738046_Penang_Tourist_Survey_2016

Popp, L. (2013). *Understanding the push and pull motivations and itinerary patterns of wine tourists*. Michigan State University.

Rajasenan, D., Varghese, M., & Bijith, G. A. (2012). Tourist profiles and characteristics vis-à-vis market segmentation of ecotourism destinations in Kerala. *Journal of Economics and Sustainable Development,3(14),* 134-145.

Rajesh, R. (2013). Impact of tourist perceptions, destination image and tourist satisfaction on destination loyalty: A conceptual model. *PASOS. Revista de Turismo y Patrimonio Cultural*, *11(3),* 67-78.

Safety concerns in Malaysia - Penang Island Message Board - TripAdvisor. (2014). Retrieved 8 April 2017, from https://www.tripadvisor.com.my/ShowTopic-g660694-i11609-k7640042-Safety_concerns_in_Malaysia-Penang_Island_Penang.html

Sangpikul, A. (2008). A factor-cluster analysis of tourist motivations: A case of US senior travelers. *Turizam: znanstveno-stručni časopis*, *56(1),* 23-40.

Shantika, M. P. (2013). Factor Analysis Of Push And Pull Travel Motivation Of Foreign Tourists To Lombok. *Jurnal Ilmiah Mahasiswa Universitas Surabaya, 2(2)*, 1-11

Shirazi, S. M., & Som, A. M. (2010). Relationship marketing and community involvement: two significant factors for tourism strategies. *Sustainable Tourism IV*, *139*, 47-53.

Shrestha, A., & Phuyal, R. K. A Study on Inbound Tourist Behavior of Nepal Post-Gorkha Earthquake. *Advances in Economics and Business Management, 3(5),* 527-540

Som, A. P. M., Marzuki, A., Yousefi, M., & AbuKhalifeh, A. N. (2012). Factors influencing visitors' revisit behavioral intentions: a case study of Sabah, Malaysia. *International Journal of marketing studies*, *4(4),* 39.

Theobald, W., 1995. Global Tourism, Butterworth-Heinemann.Times of Malta (2013) "Malta's Tourism Policy & Hondoq" Sunday, January 27, 2013,19:30 by Jane Carr, Qala [Site: http://www.timesofmalta.com/articles/view/20130127/letters/Malta-s-tourism-policyand-Hondoq.454943].

Tolman, E. C. (1959). Principles of purposive behavior. *Psychology: A study of a science*, *2*, 92-157.

Tourism contributes significantly to M'sian economy. (2015). Retrieved 2 March 2017, from http://www.thesundaily.my/news/1584323

Tylor, E. B. (1871). *Primitive culture: researches into the development of mythology, philosophy, religion, art, and custom* (Vol. 1). J. Murray.

Um, S., Chon, K., & Ro, Y. (2006). Antecedents of revisit intention. *Annals of tourism research*, *33(4),* 1141-1158.

Uysal, M., & Hagan, L. A. R. (1993). Motivation of pleasure travel and tourism. *Encyclopedia of hospitality and tourism*, *21*, 798-810.

Uysal, M., & Jurowski, C. (1994). Testing the push and pull factors. *Annals of tourism research*, *21(4),* 844-846.

Uysal, M., Li, X., & Sirakaya-Turk, E. (2008). Push-pull dynamics in travel decisions. *Handbook of hospitality marketing management*, 412-439.

Vetitnev, A., Romanova, G., Matushenko, N., & Kvetenadze, E. (2013). Factors affecting domestic tourists' destination satisfaction: The case of Russia resorts. *World Applied Sciences Journal*, *22(8),* 1162-1173.

Welcome to Penang. (2015). *Welcome to Penang,*. Retrieved 25 May 2017, from http://penangmonthly.com/article.aspx?pageid=2689&name=welcome_to_p enang

Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism management*, *26(1),* 45-56.

Yousefi, M., & Marzuki, A. (2012). Travel motivations and the influential factors: The case of Penang, Malaysia. *Anatolia*, *23(2),* 169-176.

Yousefi, M., & Marzuki, A. (2015). An analysis of push and pull motivational factors of international tourists to Penang, Malaysia. *International Journal of Hospitality & Tourism Administration*, *16(1),* 40-56.

Yuan, S., & McDonald, C. (1990). Motivational determinates of international pleasure time. *Journal of Travel Research*, *29(1),* 42-44.

Zacks, J. M., Speer, N. K., Swallow, K. M., Braver, T. S., & Reynolds, J. R. (2007). Event perception: a mind-brain perspective. *Psychological bulletin*, *133(2),* 273-293

APPENDICES

Appendix 3.1: Questionnaires' Cover Letter

UNIVERSITI TUNKU ABDUL RAHMAN (UTAR)

FACULTY OF BUSINESS AND FINANCE

A Survey on Intention to revisit Penang: A study of Push and Pull factors

Dear Respondents,

We are final year undergraduate students pursuing a degree course in Bachelor of Marketing (Hons) at Universiti Tunku Abdul Rahman (UTAR). The purpose of this survey is to explore your intention to revisit Penang by push and pull factors. This survey is conducted as a part of the requirement to complete our final year research projects.

Please answer all questions to the best of your knowledge. There are no wrong responses to any of these statements. **All responses and information will be kept confidential.** There are two (2) sections in this questionnaire. Completion of this survey will take you approximately 10 to 15 minutes.

We appreciate your cooperation and previous time spent on filling our questionnaires. Your effort helps us to achieve a better analysis for your research project. Thank you for participating in this survey.

Researchers:

Yap Pei Hong   14ABB07394

Tan Hui Joo   14ABB07805

Teoh Yit Sean   14ABB06559

Appendix 3.2: Questionnaire

Section A: General Information

Please CHOOSE the most appropriate response/answer.

1. Gender:
   ☐ Male   ☐ Female

2. Age:
   ☐ 18-25 years old
   ☐ 26-35 years old
   ☐ 36-45 years old
   ☐ 46-55 years old
   ☐ Over 55 years old

3. Marital Status:
   ☐ Single   ☐ Married   ☐ Divorced

4. Employment status
   ☐ Student   ☐ Employment   ☐ Unemployment   ☐ Retired

5. How often will you start a trip
   ☐ 1 month   ☐ 6 months   ☐ 1 year   ☐ More than 1 year

6. How long is your travel period?
   ☐ One day trip   ☐ 2-5 days   ☐ 1 week   ☐ More than1 week

7. Have you been Penang before?
   ☐ Yes   ☐ No

Section B: Factors that influence local tourists to revisit Penang

This section is seeking your opinion regarding to the factors that influence your intention to revisit Penang. Please indicate your (dis)agreement with each statement based on the 5 point scale [(1) = Strongly disagree; (2) = Disagree; (3) = Neutral; (4) = Agree; (5) = Strongly Agree]

No.	Question	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
DV: Revisit Intention						
1.	Penang will remain as one of my primary choice for tourism	1	2	3	4	5
2.	I may try to find out more about tourist products and services in Penang in future	1	2	3	4	5
3.	I may visit Penang again in the near future	1	2	3	4	5
4.	I may keep contact with the people that I knew in Penang for the next visit	1	2	3	4	5
5.	I may visit the same destinations located in Penang again in future	1	2	3	4	5
6.	I may stay longer in Penang during my next visit	1	2	3	4	5
IV1: Self exploratory						
7.	Travel can enhance knowledge and experience	1	2	3	4	5
8.	Travel enable me to fulfill my dream and self-curiosity about places that I want to visit	1	2	3	4	5
9.	I can learn something new and interesting while travelling	1	2	3	4	5
10.	I can experience new or different cultures or lifestyle or traditions when I travel	1	2	3	4	5

IV2: Relaxation – I travel because

11.	I can temporary release myself from feeling stress which could emerge in my daily life	1	2	3	4	5
12.	I can experience a different lifestyle	1	2	3	4	5
13.	I can be have a rest and relax	1	2	3	4	5
14.	I would feel happy and excited in tourists places	1	2	3	4	5
15.	I want to find thrills and excitement	1	2	3	4	5
16.	I want to get a break	1	2	3	4	5

IV3: Social Interaction

17.	I may meet people with similar interests when I travel	1	2	3	4	5
18.	I can share my life/work/travel experience with people whom I knew or who are new to me when I travel	1	2	3	4	5
19.	I could increase my social status (or my personal standing or importance compared to other people within my society) if I travel	1	2	3	4	5
20.	Travel could enhance or enrich my relationships with family members/ friends/ acquaintances	1	2	3	4	5
21.	I could communicate with local community or other tourists	1	2	3	4	5
22.	Meeting and chatting with local people could be entertaining	1	2	3	4	5
23.	Meeting and chatting with other tourists could be entertaining	1	2	3	4	5

24.	I enjoy visiting friends/ acquaintances/relatives who lived in other places	1	2	3	4	5
IV4: Natural Landscape – I love						
25.	Natural scenery and landscape	1	2	3	4	5
26.	Seaside or beaches	1	2	3	4	5
27.	To visit places that to me is beautiful	1	2	3	4	5
28.	Mountainous areas	1	2	3	4	5
29.	Flora and fauna	1	2	3	4	5
30.	Getting close to nature	1	2	3	4	5
IV5: Events and Activities – I enjoy to…						
31.	Experience the activities or events such as sports or cultural held in tourist destination	1	2	3	4	5
32.	Experience the nightlife and entertainment activities held in tourist destination	1	2	3	4	5
33.	Shop at different places when I travel	1	2	3	4	5
34.	Visit local amusement/national park	1	2	3	4	5
35.	Participate in events that I have never or rarely participated before (such as sport events, carnivals, cultural activities and festivals)	1	2	3	4	5
36.	Do something that is challenging from my perspective	1	2	3	4	5
IV6: History and Culture – I enjoy…when I travel to Penang						
37.	To view multiculturalism practice	1	2	3	4	5
38.	To visit cultural and historical places/ sites/ buildings	1	2	3	4	5

39.	To view and experience authentic local culture	1	2	3	4	5
40.	To explore local cultural resources	1	2	3	4	5
41.	To visit heritage sites	1	2	3	4	5
42.	To know about the history of visiting places	1	2	3	4	5
43.	To see local arts and craft	1	2	3	4	5
44.	To view outstanding scenery such as traditional or natural landscapes or features that is related to traditional practice	1	2	3	4	5
IV7: Food tourism – I enjoy						
45.	Tasting variety of foods	1	2	3	4	5
46.	Sampling new and different foods	1	2	3	4	5
47.	Tasting foods from different cultures	1	2	3	4	5
48.	Tasting foods prepared by local people	1	2	3	4	5
49.	Chatting with friends of foods and beverages that I have tasted or going to taste	1	2	3	4	5
50.	Exploring foods availability in tourists destination before visiting the place	1	2	3	4	5
51.	Participating in food events and festivals	1	2	3	4	5

Appendix 3.3: Permission to Conduct Survey

UNIVERSITI TUNKU ABDUL RAHMAN
Wholly Owned by UTAR Education Foundation (Company No. 578227-M)

13th April 2017

To Whom It May Concern

Dear Sir/Madam,

Permission to Conduct Survey

This is to confirm that the following students are currently pursuing their *Bachelor of Marketing (Hons)* program at the Faculty of Business and Finance, Universiti Tunku Abdul Rahman (UTAR) Perak Campus.

I would be most grateful if you could assist them by allowing them to conduct their research at your institution. All information collected will be kept confidential and used only for academic purposes.

The students are as follows:

Name of Student	Student ID
Yap Pei Hong	14ABB07394
Tan Hui Joo	14ABB07805
Teoh Yit Sean	14ABB06559

If you need further verification, please do not hesitate to contact me.

Thank you.

Yours sincerely,

....

Mr Choy Johnn Yee
Head of Department
Faculty of Business and Finance
Email: choyjy@utar.edu.my

....
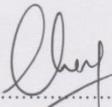
Dr Chong Yee Lee
Supervisor
Faculty of Business and Finance
Email: chongyl@utar.edu.my

Address: Jalan Sg. Long, Bandar Sg. Long, Cheras, 43000 Kajang, Selangor D.E. **Postal Address:** P O Box 11384, 50744 Kuala Lumpur, Malaysia
Tel: (603) 9086 0288 **Fax:** (603) 9019 8868 **Homepage:** http://www.utar.edu.my

Appendix 3.4: Personal data protection statement

PERSONAL DATA PROTECTION STATEMENT

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

Notice:
1. The purposes for which your personal data may be used are inclusive but not limited to:-
   - For assessment of any application to UTAR
   - For processing any benefits and services
   - For communication purposes
   - For advertorial and news
   - For general administration and record purposes
   - For enhancing the value of education
   - For educational and related purposes consequential to UTAR
   - For the purpose of our corporate governance
   - For consideration as a guarantor for UTAR staff/ student applying for his/her scholarship/ study loan

2. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

3. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

4. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:
1. By submitting this form you hereby authorise and consent to us processing (including disclosing) your personal data and any updates of your information, for the purposes and/or for any other purposes related to the purpose.

2. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

3. You may access and update your personal data by writing to us at _____.

Acknowledgment of Notice

[   ] I have been notified by you and that I hereby understood, consented and agreed per UTAR above notice.

[   ] I disagree, my personal data will not be processed.

....
Name:
Date:

Appendix 4.0: Table of Results

Appendix 4.1: Relationship between Employment Status and Self-Exploratory

			Self-Exploratory					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Gender	female	Count	3	1	9	56	75	144
		% within Gender	2.1%	.7%	6.3%	38.9%	52.1%	100.0%
		% within Self-Exploratory	42.9%	16.7%	60.0%	57.7%	60.0%	57.6%
	male	Count	4	5	6	41	50	106
		% within Gender	3.8%	4.7%	5.7%	38.7%	47.2%	100.0%
		% within Self-Exploratory	57.1%	83.3%	40.0%	42.3%	40.0%	42.4%
Total		Count	7	6	15	97	125	250
		% within Gender	2.8%	2.4%	6.0%	38.8%	50.0%	100.0%
		% within Self-Exploratory	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.070(a)	4	.280
Likelihood Ratio	5.223	4	.265
Linear-by-Linear Association	2.275	1	.132
N of Valid Cases	250		

Appendix 4.2: Relationship between Age and Self-Exploratory

			strongly disagree	disagree	neutral	agree	strongly agree	Total
			Self-Exploratory					
Age	18-25	Count	5	6	12	86	107	216
		% within Age	2.3%	2.8%	5.6%	39.8%	49.5%	100.0%
		% within Self-Exploratory	71.4%	100.0%	80.0%	88.7%	85.6%	86.4%
	26-35	Count	1	0	3	9	13	26
		% within Age	3.8%	.0%	11.5%	34.6%	50.0%	100.0%
		% within Self-Exploratory	14.3%	.0%	20.0%	9.3%	10.4%	10.4%
	36-45	Count	1	0	0	1	5	7
		% within Age	14.3%	.0%	.0%	14.3%	71.4%	100.0%
		% within Self-Exploratory	14.3%	.0%	.0%	1.0%	4.0%	2.8%
	46-55	Count	0	0	0	1	0	1
		% within Age	.0%	.0%	.0%	100.0%	.0%	100.0%
		% within Self-Exploratory	.0%	.0%	.0%	1.0%	.0%	.4%
Total		Count	7	6	15	97	125	250
		% within Age	2.8%	2.4%	6.0%	38.8%	50.0%	100.0%
		% within Self-Exploratory	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.810(a)	12	.633
Likelihood Ratio	9.680	12	.644
Linear-by-Linear Association	.111	1	.739
N of Valid Cases	250		

Appendix 4.3: Relationship between Marital Status and Self-Exploratory

			Self-Exploratory					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Marital Status	single	Count	6	6	13	89	118	232
		% within Marital Status	2.6%	2.6%	5.6%	38.4%	50.9%	100.0%
		% within Self-Exploratory	85.7%	100.0%	86.7%	91.8%	94.4%	92.8%
	married	Count	1	0	2	8	7	18
		% within Marital Status	5.6%	.0%	11.1%	44.4%	38.9%	100.0%
		% within Self-Exploratory	14.3%	.0%	13.3%	8.2%	5.6%	7.2%
Total		Count	7	6	15	97	125	250
		% within Marital Status	2.8%	2.4%	6.0%	38.8%	50.0%	100.0%
		% within Self-Exploratory	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.474(a)	4	.649
Likelihood Ratio	2.669	4	.615
Linear-by-Linear Association	.921	1	.337
N of Valid Cases	250		

Appendix 4.4: Relationship between How Often to Start a Trip and Self-Exploratory

			Self-Exploratory					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
How Often To Start A Trip	1 month	Count	1	0	3	11	14	29
		% within How Often To Start A Trip	3.4%	.0%	10.3%	37.9%	48.3%	100.0%
		% within Self-Exploratory	14.3%	.0%	20.0%	11.3%	11.2%	11.6%
	6 month	Count	1	4	4	34	54	97
		% within How Often To Start A Trip	1.0%	4.1%	4.1%	35.1%	55.7%	100.0%
		% within Self-Exploratory	14.3%	66.7%	26.7%	35.1%	43.2%	38.8%
	1 year	Count	2	0	4	40	38	84
		% within How Often To Start A Trip	2.4%	.0%	4.8%	47.6%	45.2%	100.0%
		% within Self-Exploratory	28.6%	.0%	26.7%	41.2%	30.4%	33.6%
	more than 1 year	Count	3	2	4	12	19	40
		% within How Often To Start A Trip	7.5%	5.0%	10.0%	30.0%	47.5%	100.0%
		% within Self-Exploratory	42.9%	33.3%	26.7%	12.4%	15.2%	16.0%
Total		Count	7	6	15	97	125	250
		% within How Often To Start A Trip	2.8%	2.4%	6.0%	38.8%	50.0%	100.0%
		% within Self-Exploratory	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.049(a)	12	.189
Likelihood Ratio	17.321	12	.138
Linear-by-Linear Association	1.892	1	.169
N of Valid Cases	250		

Appendix 4.5: Relationship between How Long Is Your Travel and Self-Exploratory

			Self-Exploratory					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
How Long Is Your Travel	day trip	Count	0	1	2	7	12	22
		% within How Long Is Your Travel	.0%	4.5%	9.1%	31.8%	54.5%	100.0%
		% within Self-Exploratory	.0%	16.7%	13.3%	7.2%	9.6%	8.8%
	2-5 days	Count	3	5	10	70	80	168
		% within How Long Is Your Travel	1.8%	3.0%	6.0%	41.7%	47.6%	100.0%
		% within Self-Exploratory	42.9%	83.3%	66.7%	72.2%	64.0%	67.2%
	1 week	Count	3	0	3	15	24	45
		% within How Long Is Your Travel	6.7%	.0%	6.7%	33.3%	53.3%	100.0%
		% within Self-Exploratory	42.9%	.0%	20.0%	15.5%	19.2%	18.0%
	more than 1 week	Count	1	0	0	5	9	15
		% within How Long Is Your Travel	6.7%	.0%	.0%	33.3%	60.0%	100.0%
		% within Self-Exploratory	14.3%	.0%	.0%	5.2%	7.2%	6.0%
Total		Count	7	6	15	97	125	250
		% within How Long Is Your Travel	2.8%	2.4%	6.0%	38.8%	50.0%	100.0%
		% within Self-Exploratory	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.591(a)	12	.652
Likelihood Ratio	11.594	12	.479
Linear-by-Linear Association	.001	1	.973
N of Valid Cases	250		

Appendix 4.6: Relationship between Gender and Relaxation

			Relaxation					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Gender	female	Count	3	2	8	43	87	143
		% within Gender	2.1%	1.4%	5.6%	30.1%	60.8%	100.0%
		% within Relaxation	42.9%	28.6%	72.7%	50.6%	62.6%	57.4%
	male	Count	4	5	3	42	52	106
		% within Gender	3.8%	4.7%	2.8%	39.6%	49.1%	100.0%
		% within Relaxation	57.1%	71.4%	27.3%	49.4%	37.4%	42.6%
Total		Count	7	7	11	85	139	249
		% within Gender	2.8%	2.8%	4.4%	34.1%	55.8%	100.0%
		% within Relaxation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.187(a)	4	.126
Likelihood Ratio	7.232	4	.124
Linear-by-Linear Association	3.131	1	.077
N of Valid Cases	249		

Appendix 4.7: Relationship between Age and Relaxation

			Relaxation					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Age	18-25	Count	5	8	9	72	122	216
		% within Age	2.3%	3.7%	4.2%	33.3%	56.5%	100.0%
		% within Relaxation	71.4%	100.0%	81.8%	84.7%	87.8%	86.4%
	26-35	Count	1	0	2	11	12	26
		% within Age	3.8%	.0%	7.7%	42.3%	46.2%	100.0%
		% within Relaxation	14.3%	.0%	18.2%	12.9%	8.6%	10.4%
	36-45	Count	1	0	0	1	5	7
		% within Age	14.3%	.0%	.0%	14.3%	71.4%	100.0%
		% within Relaxation	14.3%	.0%	.0%	1.2%	3.6%	2.8%
	46-55	Count	0	0	0	1	0	1
		% within Age	.0%	.0%	.0%	100.0%	.0%	100.0%
		% within Relaxation	.0%	.0%	.0%	1.2%	.0%	.4%
Total		Count	7	8	11	85	139	250
		% within Age	2.8%	3.2%	4.4%	34.0%	55.6%	100.0%
		% within Relaxation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.844(a)	12	.630
Likelihood Ratio	9.839	12	.630
Linear-by-Linear Association	.457	1	.499
N of Valid Cases	250		

Appendix 4.8: Relationship between Marital Status and Relaxation

			strongly disagree	disagree	neutral	agree	strongly agree	Total
					Relaxation			
Marital Status	single	Count	6	8	10	76	132	232
		% within Marital Status	2.6%	3.4%	4.3%	32.8%	56.9%	100.0%
		% within Relaxation	85.7%	100.0%	90.9%	89.4%	95.0%	92.8%
	married	Count	1	0	1	9	7	18
		% within Marital Status	5.6%	.0%	5.6%	50.0%	38.9%	100.0%
		% within Relaxation	14.3%	.0%	9.1%	10.6%	5.0%	7.2%
Total		Count	7	8	11	85	139	250
		% within Marital Status	2.8%	3.2%	4.4%	34.0%	55.6%	100.0%
		% within Relaxation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.640(a)	4	.457
Likelihood Ratio	4.037	4	.401
Linear-by-Linear Association	.888	1	.346
N of Valid Cases	250		

Appendix 4.9: Relationship between Employment Status and Relaxation

			Relaxation					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Employment Status	student	Count	2	5	5	55	93	160
		% within Employment Status	1.3%	3.1%	3.1%	34.4%	58.1%	100.0%
		% within Relaxation	28.6%	62.5%	45.5%	64.7%	66.9%	64.0%
	employment	Count	5	2	6	26	40	79
		% within Employment Status	6.3%	2.5%	7.6%	32.9%	50.6%	100.0%
		% within Relaxation	71.4%	25.0%	54.5%	30.6%	28.8%	31.6%
	unemployment	Count	0	1	0	3	6	10
		% within Employment Status	.0%	10.0%	.0%	30.0%	60.0%	100.0%
		% within Relaxation	.0%	12.5%	.0%	3.5%	4.3%	4.0%
	retired	Count	0	0	0	1	0	1
		% within Employment Status	.0%	.0%	.0%	100.0%	.0%	100.0%
		% within Relaxation	.0%	.0%	.0%	1.2%	.0%	.4%
Total		Count	7	8	11	85	139	250
		% within Employment Status	2.8%	3.2%	4.4%	34.0%	55.6%	100.0%
		% within Relaxation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.180(a)	12	.431
Likelihood Ratio	11.772	12	.464
Linear-by-Linear Association	2.715	1	.099
N of Valid Cases	250		

Appendix 4.10: Relationship between How Often To Start A Trip and Relaxation

			Relaxation					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
How Often To Start A Trip	1 month	Count	1	1	3	9	15	29
		% within How Often To Start A Trip	3.4%	3.4%	10.3%	31.0%	51.7%	100.0%
		% within Relaxation	14.3%	12.5%	27.3%	10.6%	10.8%	11.6%
	6 month	Count	1	3	2	36	55	97
		% within How Often To Start A Trip	1.0%	3.1%	2.1%	37.1%	56.7%	100.0%
		% within Relaxation	14.3%	37.5%	18.2%	42.4%	39.6%	38.8%
	1 year	Count	2	1	5	26	50	84
		% within How Often To Start A Trip	2.4%	1.2%	6.0%	31.0%	59.5%	100.0%
		% within Relaxation	28.6%	12.5%	45.5%	30.6%	36.0%	33.6%
	more than 1 year	Count	3	3	1	14	19	40
		% within How Often To Start A Trip	7.5%	7.5%	2.5%	35.0%	47.5%	100.0%
		% within Relaxation	42.9%	37.5%	9.1%	16.5%	13.7%	16.0%
Total		Count	7	8	11	85	139	250
		% within How Often To Start A Trip	2.8%	3.2%	4.4%	34.0%	55.6%	100.0%
		% within Relaxation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.436(a)	12	.338
Likelihood Ratio	12.167	12	.432
Linear-by-Linear Association	1.014	1	.314
N of Valid Cases	250		

Appendix 4.11: Relationship between Travel Period and Relaxation

			strongly disagree	disagree	neutral	agree	strongly agree	Total
			Relaxation					
Travel Period	day trip	Count	0	1	1	8	12	22
		% within Travel Period	.0%	4.5%	4.5%	36.4%	54.5%	100.0%
		% within Relaxation	.0%	12.5%	9.1%	9.4%	8.6%	8.8%
	2-5 days	Count	3	7	6	59	93	168
		% within Travel Period	1.8%	4.2%	3.6%	35.1%	55.4%	100.0%
		% within Relaxation	42.9%	87.5%	54.5%	69.4%	66.9%	67.2%
	1 week	Count	3	0	3	12	27	45
		% within Travel Period	6.7%	.0%	6.7%	26.7%	60.0%	100.0%
		% within Relaxation	42.9%	.0%	27.3%	14.1%	19.4%	18.0%
	more than 1 week	Count	1	0	1	6	7	15
		% within Travel Period	6.7%	.0%	6.7%	40.0%	46.7%	100.0%
		% within Relaxation	14.3%	.0%	9.1%	7.1%	5.0%	6.0%
Total		Count	7	8	11	85	139	250
		% within Travel Period	2.8%	3.2%	4.4%	34.0%	55.6%	100.0%
		% within Relaxation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.283(a)	12	.679
Likelihood Ratio	10.927	12	.535
Linear-by-Linear Association	.540	1	.463
N of Valid Cases	250		

Appendix 4.12: Relationship between Gender and Social Interaction

			strongly disagree	disagree	neutral	agree	strongly agree	Total
							Social Interaction	
Gender	female	Count	4	6	5	92	37	144
		% within Gender	2.8%	4.2%	3.5%	63.9%	25.7%	100.0%
		% within Social Interaction	40.0%	42.9%	50.0%	63.0%	52.9%	57.6%
	male	Count	6	8	5	54	33	106
		% within Gender	5.7%	7.5%	4.7%	50.9%	31.1%	100.0%
		% within Social Interaction	60.0%	57.1%	50.0%	37.0%	47.1%	42.4%
Total		Count	10	14	10	146	70	250
		% within Gender	4.0%	5.6%	4.0%	58.4%	28.0%	100.0%
		% within Social Interaction	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.148(a)	4	.272
Likelihood Ratio	5.125	4	.275
Linear-by-Linear Association	.846	1	.358
N of Valid Cases	250		

Appendix 4.13: Relationship between Age and Social Interaction

			Social Interaction					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Age	18-25	Count	8	14	8	127	59	216
		% within Age	3.7%	6.5%	3.7%	58.8%	27.3%	100.0%
		% within Social Interaction	80.0%	100.0%	80.0%	87.0%	84.3%	86.4%
	26-35	Count	1	0	1	14	10	26
		% within Age	3.8%	.0%	3.8%	53.8%	38.5%	100.0%
		% within Social Interaction	10.0%	.0%	10.0%	9.6%	14.3%	10.4%
	36-45	Count	1	0	1	4	1	7
		% within Age	14.3%	.0%	14.3%	57.1%	14.3%	100.0%
		% within Social Interaction	10.0%	.0%	10.0%	2.7%	1.4%	2.8%
	46-55	Count	0	0	0	1	0	1
		% within Age	.0%	.0%	.0%	100.0%	.0%	100.0%
		% within Social Interaction	.0%	.0%	.0%	.7%	.0%	.4%
Total		Count	10	14	10	146	70	250
		% within Age	4.0%	5.6%	4.0%	58.4%	28.0%	100.0%
		% within Social Interaction	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.283(a)	12	.763
Likelihood Ratio	8.991	12	.704
Linear-by-Linear Association	.002	1	.961
N of Valid Cases	250		

Appendix 4.14: Relationship between Marital Status and Social Interaction

			Social Interaction					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Marital Status	single	Count	9	13	7	137	66	232
		% within Marital Status	3.9%	5.6%	3.0%	59.1%	28.4%	100.0%
		% within Social Interaction	90.0%	92.9%	70.0%	93.8%	94.3%	92.8%
	married	Count	1	1	3	9	4	18
		% within Marital Status	5.6%	5.6%	16.7%	50.0%	22.2%	100.0%
		% within Social Interaction	10.0%	7.1%	30.0%	6.2%	5.7%	7.2%
Total		Count	10	14	10	146	70	250
		% within Marital Status	4.0%	5.6%	4.0%	58.4%	28.0%	100.0%
		% within Social Interaction	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.363(a)	4	.079
Likelihood Ratio	5.214	4	.266
Linear-by-Linear Association	1.133	1	.287
N of Valid Cases	250		

Appendix 4.15: Relationship between Employment Status and Social Interaction

			Social Interaction					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Employment Status	student	Count	3	7	6	102	42	160
		% within Employment Status	1.9%	4.4%	3.8%	63.8%	26.3%	100.0%
		% within Social Interaction	30.0%	50.0%	60.0%	69.9%	60.0%	64.0%
	employment	Count	7	7	3	40	22	79
		% within Employment Status	8.9%	8.9%	3.8%	50.6%	27.8%	100.0%
		% within Social Interaction	70.0%	50.0%	30.0%	27.4%	31.4%	31.6%
	unemployment	Count	0	0	1	3	6	10
		% within Employment Status	.0%	.0%	10.0%	30.0%	60.0%	100.0%
		% within Social Interaction	.0%	.0%	10.0%	2.1%	8.6%	4.0%
	retired	Count	0	0	0	1	0	1
		% within Employment Status	.0%	.0%	.0%	100.0%	.0%	100.0%
		% within Social Interaction	.0%	.0%	.0%	.7%	.0%	.4%
Total		Count	10	14	10	146	70	250
		% within Employment Status	4.0%	5.6%	4.0%	58.4%	28.0%	100.0%
		% within Social Interaction	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.821(a)	12	.121
Likelihood Ratio	17.331	12	.138
Linear-by-Linear Association	.593	1	.441
N of Valid Cases	250		

Appendix 4.16: Relationship between How Often To Start A Trip and Social Interaction

			Social Interaction					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
How Often To Start A Trip	1 month	Count	2	1	2	12	12	29
		% within How Often To Start A Trip	6.9%	3.4%	6.9%	41.4%	41.4%	100.0%
		% within Social Interaction	20.0%	7.1%	20.0%	8.2%	17.1%	11.6%
	6 month	Count	2	7	3	56	29	97
		% within How Often To Start A Trip	2.1%	7.2%	3.1%	57.7%	29.9%	100.0%
		% within Social Interaction	20.0%	50.0%	30.0%	38.4%	41.4%	38.8%
	1 year	Count	2	4	3	52	23	84
		% within How Often To Start A Trip	2.4%	4.8%	3.6%	61.9%	27.4%	100.0%
		% within Social Interaction	20.0%	28.6%	30.0%	35.6%	32.9%	33.6%
	more than 1 year	Count	4	2	2	26	6	40
		% within How Often To Start A Trip	10.0%	5.0%	5.0%	65.0%	15.0%	100.0%
		% within Social Interaction	40.0%	14.3%	20.0%	17.8%	8.6%	16.0%
Total		Count	10	14	10	146	70	250
		% within How Often To Start A Trip	4.0%	5.6%	4.0%	58.4%	28.0%	100.0%
		% within Social Interaction	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.765(a)	12	.316
Likelihood Ratio	13.191	12	.355
Linear-by-Linear Association	2.447	1	.118
N of Valid Cases	250		

Appendix 4.17: Relationship between Travel Period and Social Interaction

			Social Interaction					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Travel Period	day trip	Count	1	0	1	15	5	22
		% within Travel Period	4.5%	.0%	4.5%	68.2%	22.7%	100.0%
		% within Social Interaction	10.0%	.0%	10.0%	10.3%	7.1%	8.8%
	2-5 days	Count	5	11	8	99	45	168
		% within Travel Period	3.0%	6.5%	4.8%	58.9%	26.8%	100.0%
		% within Social Interaction	50.0%	78.6%	80.0%	67.8%	64.3%	67.2%
	1 week	Count	3	1	1	24	16	45
		% within Travel Period	6.7%	2.2%	2.2%	53.3%	35.6%	100.0%
		% within Social Interaction	30.0%	7.1%	10.0%	16.4%	22.9%	18.0%
	more than 1 week	Count	1	2	0	8	4	15
		% within Travel Period	6.7%	13.3%	.0%	53.3%	26.7%	100.0%
		% within Social Interaction	10.0%	14.3%	.0%	5.5%	5.7%	6.0%
Total		Count	10	14	10	146	70	250
		% within Travel Period	4.0%	5.6%	4.0%	58.4%	28.0%	100.0%
		% within Social Interaction	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.625(a)	12	.735
Likelihood Ratio	10.116	12	.606
Linear-by-Linear Association	.112	1	.738
N of Valid Cases	250		

Appendix 4.18: Relationship between Gender and Natural Landscape

			Natural Landscape					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Gender	female	Count	2	2	6	57	77	144
		% within Gender	1.4%	1.4%	4.2%	39.6%	53.5%	100.0%
		% within Natural Landscape	33.3%	66.7%	60.0%	57.0%	58.8%	57.6%
	male	Count	4	1	4	43	54	106
		% within Gender	3.8%	.9%	3.8%	40.6%	50.9%	100.0%
		% within Natural Landscape	66.7%	33.3%	40.0%	43.0%	41.2%	42.4%
Total		Count	6	3	10	100	131	250
		% within Gender	2.4%	1.2%	4.0%	40.0%	52.4%	100.0%
		% within Natural Landscape	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.661(a)	4	.798
Likelihood Ratio	1.649	4	.800
Linear-by-Linear Association	.633	1	.426
N of Valid Cases	250		

Appendix 4.19: Relationship between Age and Natural Landscape

			strongly disagree	disagree	neutral	agree	strongly agree	Total
Age	18-25	Count	4	3	8	88	113	216
		% within Age	1.9%	1.4%	3.7%	40.7%	52.3%	100.0%
		% within Natural Landscape	66.7%	100.0%	80.0%	88.0%	86.3%	86.4%
	26-35	Count	1	0	2	9	14	26
		% within Age	3.8%	.0%	7.7%	34.6%	53.8%	100.0%
		% within Natural Landscape	16.7%	.0%	20.0%	9.0%	10.7%	10.4%
	36-45	Count	1	0	0	2	4	7
		% within Age	14.3%	.0%	.0%	28.6%	57.1%	100.0%
		% within Natural Landscape	16.7%	.0%	.0%	2.0%	3.1%	2.8%
	46-55	Count	0	0	0	1	0	1
		% within Age	.0%	.0%	.0%	100.0%	.0%	100.0%
		% within Natural Landscape	.0%	.0%	.0%	1.0%	.0%	.4%
Total		Count	6	3	10	100	131	250
		% within Age	2.4%	1.2%	4.0%	40.0%	52.4%	100.0%
		% within Natural Landscape	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Natural Landscape

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.279(a)	12	.763
Likelihood Ratio	6.899	12	.864
Linear-by-Linear Association	.854	1	.355
N of Valid Cases	250		

Appendix 4.20: Relationship between Marital Status and Natural Landscape

			Natural Landscape					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Marital Status	single	Count	5	3	8	93	123	232
		% within Marital Status	2.2%	1.3%	3.4%	40.1%	53.0%	100.0%
		% within Natural Landscape	83.3%	100.0%	80.0%	93.0%	93.9%	92.8%
	married	Count	1	0	2	7	8	18
		% within Marital Status	5.6%	.0%	11.1%	38.9%	44.4%	100.0%
		% within Natural Landscape	16.7%	.0%	20.0%	7.0%	6.1%	7.2%
Total		Count	6	3	10	100	131	250
		% within Marital Status	2.4%	1.2%	4.0%	40.0%	52.4%	100.0%
		% within Natural Landscape	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.730(a)	4	.444
Likelihood Ratio	3.015	4	.555
Linear-by-Linear Association	1.397	1	.237
N of Valid Cases	250		

Appendix 4.21: Relationship between Employment Status and Natural Landscape

			Natural Landscape					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Employment Status	student	Count	1	2	5	62	90	160
		% within Employment Status	.6%	1.3%	3.1%	38.8%	56.3%	100.0%
		% within Natural Landscape	16.7%	66.7%	50.0%	62.0%	68.7%	64.0%
	employment	Count	5	1	4	35	34	79
		% within Employment Status	6.3%	1.3%	5.1%	44.3%	43.0%	100.0%
		% within Natural Landscape	83.3%	33.3%	40.0%	35.0%	26.0%	31.6%
	unemployment	Count	0	0	1	2	7	10
		% within Employment Status	.0%	.0%	10.0%	20.0%	70.0%	100.0%
		% within Natural Landscape	.0%	.0%	10.0%	2.0%	5.3%	4.0%
	retired	Count	0	0	0	1	0	1
		% within Employment Status	.0%	.0%	.0%	100.0%	.0%	100.0%
		% within Natural Landscape	.0%	.0%	.0%	1.0%	.0%	.4%
Total		Count	6	3	10	100	131	250
		% within Employment Status	2.4%	1.2%	4.0%	40.0%	52.4%	100.0%
		% within Natural Landscape	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.271(a)	12	.284
Likelihood Ratio	14.234	12	.286
Linear-by-Linear Association	3.616	1	.057
N of Valid Cases	250		

Appendix 4.22: Relationship between How Often To Start A Trip and Natural Landscape

			Natural Landscape					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
How Often To Start A Trip	1 month	Count	1	1	2	8	17	29
		% within How Often To Start A Trip	3.4%	3.4%	6.9%	27.6%	58.6%	100.0%
		% within Natural Landscape	16.7%	33.3%	20.0%	8.0%	13.0%	11.6%
	6 month	Count	1	0	4	35	57	97
		% within How Often To Start A Trip	1.0%	.0%	4.1%	36.1%	58.8%	100.0%
		% within Natural Landscape	16.7%	.0%	40.0%	35.0%	43.5%	38.8%
	1 year	Count	1	1	3	38	41	84
		% within How Often To Start A Trip	1.2%	1.2%	3.6%	45.2%	48.8%	100.0%
		% within Natural Landscape	16.7%	33.3%	30.0%	38.0%	31.3%	33.6%
	more than 1 year	Count	3	1	1	19	16	40
		% within How Often To Start A Trip	7.5%	2.5%	2.5%	47.5%	40.0%	100.0%
		% within Natural Landscape	50.0%	33.3%	10.0%	19.0%	12.2%	16.0%
Total		Count	6	3	10	100	131	250
		% within How Often To Start A Trip	2.4%	1.2%	4.0%	40.0%	52.4%	100.0%
		% within Natural Landscape	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.534(a)	12	.268
Likelihood Ratio	13.975	12	.302
Linear-by-Linear Association	3.359	1	.067
N of Valid Cases	250		

Appendix 4.23: Relationship between How Often To Start A Trip and Natural Landscape

			Natural Landscape					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Travel Period	day trip	Count	0	1	1	8	12	22
		% within Travel Period	.0%	4.5%	4.5%	36.4%	54.5%	100.0%
		% within Natural Landscape	.0%	33.3%	10.0%	8.0%	9.2%	8.8%
	2-5 days	Count	2	2	7	67	90	168
		% within Travel Period	1.2%	1.2%	4.2%	39.9%	53.6%	100.0%
		% within Natural Landscape	33.3%	66.7%	70.0%	67.0%	68.7%	67.2%
	1 week	Count	3	0	2	19	21	45
		% within Travel Period	6.7%	.0%	4.4%	42.2%	46.7%	100.0%
		% within Natural Landscape	50.0%	.0%	20.0%	19.0%	16.0%	18.0%
	more than 1 week	Count	1	0	0	6	8	15
		% within Travel Period	6.7%	.0%	.0%	40.0%	53.3%	100.0%
		% within Natural Landscape	16.7%	.0%	.0%	6.0%	6.1%	6.0%
Total		Count	6	3	10	100	131	250
		% within Travel Period	2.4%	1.2%	4.0%	40.0%	52.4%	100.0%
		% within Natural Landscape	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.002(a)	12	.616
Likelihood Ratio	9.738	12	.639
Linear-by-Linear Association	1.162	1	.281
N of Valid Cases	250		

Appendix 4.24: Relationship between Gender and Events and Activities

Events And Activities

			strongly disagree	disagree	neutral	agree	strongly agree	Total
Gender	female	Count	4	2	8	79	51	144
		% within Gender	2.8%	1.4%	5.6%	54.9%	35.4%	100.0%
		% within Events And Activities	40.0%	50.0%	57.1%	59.0%	58.0%	57.6%
	male	Count	6	2	6	55	37	106
		% within Gender	5.7%	1.9%	5.7%	51.9%	34.9%	100.0%
		% within Events And Activities	60.0%	50.0%	42.9%	41.0%	42.0%	42.4%
Total		Count	10	4	14	134	88	250
		% within Gender	4.0%	1.6%	5.6%	53.6%	35.2%	100.0%
		% within Events And Activities	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.469(a)	4	.832
Likelihood Ratio	1.450	4	.836
Linear-by-Linear Association	.789	1	.374
N of Valid Cases	250		

Appendix 4.25: Relationship between Age and Events and Activities

			Events And Activities					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Age	18-25	Count	8	3	11	117	77	216
		% within Age	3.7%	1.4%	5.1%	54.2%	35.6%	100.0%
		% within Events And Activities	80.0%	75.0%	78.6%	87.3%	87.5%	86.4%
	26-35	Count	1	0	2	13	10	26
		% within Age	3.8%	.0%	7.7%	50.0%	38.5%	100.0%
		% within Events And Activities	10.0%	.0%	14.3%	9.7%	11.4%	10.4%
	36-45	Count	1	1	1	3	1	7
		% within Age	14.3%	14.3%	14.3%	42.9%	14.3%	100.0%
		% within Events And Activities	10.0%	25.0%	7.1%	2.2%	1.1%	2.8%
	46-55	Count	0	0	0	1	0	1
		% within Age	.0%	.0%	.0%	100.0%	.0%	100.0%
		% within Events And Activities	.0%	.0%	.0%	.7%	.0%	.4%
Total		Count	10	4	14	134	88	250
		% within Age	4.0%	1.6%	5.6%	53.6%	35.2%	100.0%
		% within Events And Activities	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.716(a)	12	.390
Likelihood Ratio	8.294	12	.762
Linear-by-Linear Association	2.766	1	.096
N of Valid Cases	250		

Appendix 4.26: Relationship between Marital Status and Events and Activities

			Events And Activities					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Marital Status	single	Count	10	3	11	124	84	232
		% within Marital Status	4.3%	1.3%	4.7%	53.4%	36.2%	100.0%
		% within Events And Activities	100.0%	75.0%	78.6%	92.5%	95.5%	92.8%
	married	Count	0	1	3	10	4	18
		% within Marital Status	.0%	5.6%	16.7%	55.6%	22.2%	100.0%
		% within Events And Activities	.0%	25.0%	21.4%	7.5%	4.5%	7.2%
Total		Count	10	4	14	134	88	250
		% within Marital Status	4.0%	1.6%	5.6%	53.6%	35.2%	100.0%
		% within Events And Activities	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.857(a)	4	.097
Likelihood Ratio	6.661	4	.155
Linear-by-Linear Association	.948	1	.330
N of Valid Cases	250		

Appendix 4.27: Relationship between Employment Status and Events and Activities

			strongly disagree	disagree	neutral	agree	strongly agree	Total
Employme nt Status	student	Count	4	3	6	88	59	160
		% within Employment Status	2.5%	1.9%	3.8%	55.0%	36.9%	100.0%
		% within Events And Activities	40.0%	75.0%	42.9%	65.7%	67.0%	64.0%
	employm ent	Count	6	1	7	42	23	79
		% within Employment Status	7.6%	1.3%	8.9%	53.2%	29.1%	100.0%
		% within Events And Activities	60.0%	25.0%	50.0%	31.3%	26.1%	31.6%
	unemplo yment	Count	0	0	1	4	5	10
		% within Employment Status	.0%	.0%	10.0%	40.0%	50.0%	100.0%
		% within Events And Activities	.0%	.0%	7.1%	3.0%	5.7%	4.0%
	retired	Count	0	0	0	0	1	1
		% within Employment Status	.0%	.0%	.0%	.0%	100.0%	100.0%
		% within Events And Activities	.0%	.0%	.0%	.0%	1.1%	.4%
Total		Count	10	4	14	134	88	250
		% within Employment Status	4.0%	1.6%	5.6%	53.6%	35.2%	100.0%
		% within Events And Activities	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table header: Events And Activities

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.795(a)	12	.547
Likelihood Ratio	11.052	12	.524
Linear-by-Linear Association	.840	1	.359
N of Valid Cases	250		

Appendix 4.28: Relationship between How Often To Start A Trip and Events and Activities

			Events And Activities					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
How Often To Start A Trip	1 month	Count	1	0	2	10	16	29
		% within How Often To Start A Trip	3.4%	.0%	6.9%	34.5%	55.2%	100.0%
		% within Events And Activities	10.0%	.0%	14.3%	7.5%	18.2%	11.6%
	6 month	Count	2	1	4	56	34	97
		% within How Often To Start A Trip	2.1%	1.0%	4.1%	57.7%	35.1%	100.0%
		% within Events And Activities	20.0%	25.0%	28.6%	41.8%	38.6%	38.8%
	1 year	Count	2	2	6	48	26	84
		% within How Often To Start A Trip	2.4%	2.4%	7.1%	57.1%	31.0%	100.0%
		% within Events And Activities	20.0%	50.0%	42.9%	35.8%	29.5%	33.6%
	more than 1 year	Count	5	1	2	20	12	40
		% within How Often To Start A Trip	12.5%	2.5%	5.0%	50.0%	30.0%	100.0%
		% within Events And Activities	50.0%	25.0%	14.3%	14.9%	13.6%	16.0%
Total		Count	10	4	14	134	88	250
		% within How Often To Start A Trip	4.0%	1.6%	5.6%	53.6%	35.2%	100.0%
		% within Events And Activities	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.343(a)	12	.137
Likelihood Ratio	15.256	12	.228
Linear-by-Linear Association	7.277	1	.007
N of Valid Cases	250		

Appendix 4.29: Relationship between Travel Period and Events and Activities

			Events And Activities					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Travel Period	day trip	Count	1	0	2	11	8	22
		% within Travel Period	4.5%	.0%	9.1%	50.0%	36.4%	100.0%
		% within Events And Activities	10.0%	.0%	14.3%	8.2%	9.1%	8.8%
	2-5 days	Count	5	3	10	96	54	168
		% within Travel Period	3.0%	1.8%	6.0%	57.1%	32.1%	100.0%
		% within Events And Activities	50.0%	75.0%	71.4%	71.6%	61.4%	67.2%
	1 week	Count	3	0	2	22	18	45
		% within Travel Period	6.7%	.0%	4.4%	48.9%	40.0%	100.0%
		% within Events And Activities	30.0%	.0%	14.3%	16.4%	20.5%	18.0%
	more than 1 week	Count	1	1	0	5	8	15
		% within Travel Period	6.7%	6.7%	.0%	33.3%	53.3%	100.0%
		% within Events And Activities	10.0%	25.0%	.0%	3.7%	9.1%	6.0%
Total		Count	10	4	14	134	88	250
		% within Travel Period	4.0%	1.6%	5.6%	53.6%	35.2%	100.0%
		% within Events And Activities	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.434(a)	12	.578
Likelihood Ratio	11.053	12	.524
Linear-by-Linear Association	.059	1	.807
N of Valid Cases	250		

Appendix 4.30: Relationship between Gender and History and Culture

			History And Culture					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Gender	female	Count	1	6	9	83	45	144
		% within Gender	.7%	4.2%	6.3%	57.6%	31.3%	100.0%
		% within History And Culture	25.0%	50.0%	69.2%	58.9%	56.3%	57.6%
	male	Count	3	6	4	58	35	106
		% within Gender	2.8%	5.7%	3.8%	54.7%	33.0%	100.0%
		% within History And Culture	75.0%	50.0%	30.8%	41.1%	43.8%	42.4%
Total		Count	4	12	13	141	80	250
		% within Gender	1.6%	4.8%	5.2%	56.4%	32.0%	100.0%
		% within History And Culture	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.897(a)	4	.575
Likelihood Ratio	2.931	4	.569
Linear-by-Linear Association	.233	1	.629
N of Valid Cases	250		

Appendix 4.31: Relationship between Age and History and Culture

			strongly disagree	disagree	neutral	agree	strongly agree	Total
History And Culture								
Age	18-25	Count	2	11	11	123	69	216
		% within Age	.9%	5.1%	5.1%	56.9%	31.9%	100.0%
		% within History And Culture	50.0%	91.7%	84.6%	87.2%	86.3%	86.4%
	26-35	Count	1	1	1	13	10	26
		% within Age	3.8%	3.8%	3.8%	50.0%	38.5%	100.0%
		% within History And Culture	25.0%	8.3%	7.7%	9.2%	12.5%	10.4%
	36-45	Count	1	0	1	4	1	7
		% within Age	14.3%	.0%	14.3%	57.1%	14.3%	100.0%
		% within History And Culture	25.0%	.0%	7.7%	2.8%	1.3%	2.8%
	46-55	Count	0	0	0	1	0	1
		% within Age	.0%	.0%	.0%	100.0%	.0%	100.0%
		% within History And Culture	.0%	.0%	.0%	.7%	.0%	.4%
Total		Count	4	12	13	141	80	250
		% within Age	1.6%	4.8%	5.2%	56.4%	32.0%	100.0%
		% within History And Culture	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.105(a)	12	.437
Likelihood Ratio	8.070	12	.780
Linear-by-Linear Association	1.390	1	.238
N of Valid Cases	250		

Appendix 4.32: Relationship between Marital Status and History and Culture

			strongly disagree	disagree	neutral	agree	strongly agree	Total
History And Culture								
Marital Status	single	Count	4	11	10	131	76	232
		% within Marital Status	1.7%	4.7%	4.3%	56.5%	32.8%	100.0%
		% within History And Culture	100.0%	91.7%	76.9%	92.9%	95.0%	92.8%
	married	Count	0	1	3	10	4	18
		% within Marital Status	.0%	5.6%	16.7%	55.6%	22.2%	100.0%
		% within History And Culture	.0%	8.3%	23.1%	7.1%	5.0%	7.2%
Total		Count	4	12	13	141	80	250
		% within Marital Status	1.6%	4.8%	5.2%	56.4%	32.0%	100.0%
		% within History And Culture	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.820(a)	4	.213
Likelihood Ratio	4.502	4	.342
Linear-by-Linear Association	.899	1	.343
N of Valid Cases	250		

Appendix 4.33: Relationship between Employment Status and History and Culture

			History And Culture					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Employment Status	student	Count	1	6	8	93	52	160
		% within Employment Status	.6%	3.8%	5.0%	58.1%	32.5%	100.0%
		% within History And Culture	25.0%	50.0%	61.5%	66.0%	65.0%	64.0%
	employment	Count	3	6	4	44	22	79
		% within Employment Status	3.8%	7.6%	5.1%	55.7%	27.8%	100.0%
		% within History And Culture	75.0%	50.0%	30.8%	31.2%	27.5%	31.6%
	unemployment	Count	0	0	1	4	5	10
		% within Employment Status	.0%	.0%	10.0%	40.0%	50.0%	100.0%
		% within History And Culture	.0%	.0%	7.7%	2.8%	6.3%	4.0%
	retired	Count	0	0	0	0	1	1
		% within Employment Status	.0%	.0%	.0%	.0%	100.0%	100.0%
		% within History And Culture	.0%	.0%	.0%	.0%	1.3%	.4%
Total		Count	4	12	13	141	80	250
		% within Employment Status	1.6%	4.8%	5.2%	56.4%	32.0%	100.0%
		% within History And Culture	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.230(a)	12	.596
Likelihood Ratio	10.306	12	.589
Linear-by-Linear Association	.360	1	.549
N of Valid Cases	250		

Appendix 4.34: Relationship between How Often To Start A Trip and History and Culture

			History And Culture					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
How Often To Start A Trip	1 month	Count	0	0	4	15	10	29
		% within How Often To Start A Trip	.0%	.0%	13.8%	51.7%	34.5%	100.0%
		% within History And Culture	.0%	.0%	30.8%	10.6%	12.5%	11.6%
	6 month	Count	1	6	4	55	31	97
		% within How Often To Start A Trip	1.0%	6.2%	4.1%	56.7%	32.0%	100.0%
		% within History And Culture	25.0%	50.0%	30.8%	39.0%	38.8%	38.8%
	1 year	Count	1	3	3	48	29	84
		% within How Often To Start A Trip	1.2%	3.6%	3.6%	57.1%	34.5%	100.0%
		% within History And Culture	25.0%	25.0%	23.1%	34.0%	36.3%	33.6%
	more than 1 year	Count	2	3	2	23	10	40
		% within How Often To Start A Trip	5.0%	7.5%	5.0%	57.5%	25.0%	100.0%
		% within History And Culture	50.0%	25.0%	15.4%	16.3%	12.5%	16.0%
Total		Count	4	12	13	141	80	250
		% within How Often To Start A Trip	1.6%	4.8%	5.2%	56.4%	32.0%	100.0%
		% within History And Culture	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.022(a)	12	.444
Likelihood Ratio	11.586	12	.479
Linear-by-Linear Association	1.357	1	.244
N of Valid Cases	250		

Appendix 4.35: Relationship between Travel Period and History and Culture

			History And Culture					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Travel Period	day trip	Count	0	0	2	12	8	22
		% within Travel Period	.0%	.0%	9.1%	54.5%	36.4%	100.0%
		% within History And Culture	.0%	.0%	15.4%	8.5%	10.0%	8.8%
	2-5 days	Count	1	8	9	102	48	168
		% within Travel Period	.6%	4.8%	5.4%	60.7%	28.6%	100.0%
		% within History And Culture	25.0%	66.7%	69.2%	72.3%	60.0%	67.2%
	1 week	Count	2	2	2	19	20	45
		% within Travel Period	4.4%	4.4%	4.4%	42.2%	44.4%	100.0%
		% within History And Culture	50.0%	16.7%	15.4%	13.5%	25.0%	18.0%
	more than 1 week	Count	1	2	0	8	4	15
		% within Travel Period	6.7%	13.3%	.0%	53.3%	26.7%	100.0%
		% within History And Culture	25.0%	16.7%	.0%	5.7%	5.0%	6.0%
Total		Count	4	12	13	141	80	250
		% within Travel Period	1.6%	4.8%	5.2%	56.4%	32.0%	100.0%
		% within History And Culture	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.172(a)	12	.183
Likelihood Ratio	15.942	12	.194
Linear-by-Linear Association	1.388	1	.239
N of Valid Cases	250		

Appendix 4.36: Relationship between Gender and Food Tourism

			Food Tourism					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Gender	female	Count	2	0	6	37	99	144
		% within Gender	1.4%	.0%	4.2%	25.7%	68.8%	100.0%
		% within Food Tourism	33.3%	.0%	60.0%	55.2%	60.0%	57.6%
	male	Count	4	2	4	30	66	106
		% within Gender	3.8%	1.9%	3.8%	28.3%	62.3%	100.0%
		% within Food Tourism	66.7%	100.0%	40.0%	44.8%	40.0%	42.4%
Total		Count	6	2	10	67	165	250
		% within Gender	2.4%	.8%	4.0%	26.8%	66.0%	100.0%
		% within Food Tourism	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.731(a)	4	.316
Likelihood Ratio	5.434	4	.246
Linear-by-Linear Association	2.649	1	.104
N of Valid Cases	250		

Appendix 4.37: Relationship between Age and Food Tourism

			Food Tourism					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Age	18-25	Count	4	2	9	58	143	216
		% within Age	1.9%	.9%	4.2%	26.9%	66.2%	100.0%
		% within Food Tourism	66.7%	100.0%	90.0%	86.6%	86.7%	86.4%
	26-35	Count	1	0	1	6	18	26
		% within Age	3.8%	.0%	3.8%	23.1%	69.2%	100.0%
		% within Food Tourism	16.7%	.0%	10.0%	9.0%	10.9%	10.4%
	36-45	Count	1	0	0	2	4	7
		% within Age	14.3%	.0%	.0%	28.6%	57.1%	100.0%
		% within Food Tourism	16.7%	.0%	.0%	3.0%	2.4%	2.8%
	46-55	Count	0	0	0	1	0	1
		% within Age	.0%	.0%	.0%	100.0%	.0%	100.0%
		% within Food Tourism	.0%	.0%	.0%	1.5%	.0%	.4%
Total		Count	6	2	10	67	165	250
		% within Age	2.4%	.8%	4.0%	26.8%	66.0%	100.0%
		% within Food Tourism	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.221(a)	12	.768
Likelihood Ratio	6.446	12	.892
Linear-by-Linear Association	1.274	1	.259
N of Valid Cases	250		

Appendix 4.38: Relationship between Marital Status and Food Tourism

			Food Tourism					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Marital Status	single	Count	6	1	8	62	155	232
		% within Marital Status	2.6%	.4%	3.4%	26.7%	66.8%	100.0%
		% within Food Tourism	100.0%	50.0%	80.0%	92.5%	93.9%	92.8%
	married	Count	0	1	2	5	10	18
		% within Marital Status	.0%	5.6%	11.1%	27.8%	55.6%	100.0%
		% within Food Tourism	.0%	50.0%	20.0%	7.5%	6.1%	7.2%
Total		Count	6	2	10	67	165	250
		% within Marital Status	2.4%	.8%	4.0%	26.8%	66.0%	100.0%
		% within Food Tourism	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.728(a)	4	.068
Likelihood Ratio	5.592	4	.232
Linear-by-Linear Association	1.147	1	.284
N of Valid Cases	250		

Appendix 4.39: Relationship between Employment Status and Food Tourism

			Food Tourism					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Employment Status	student	Count	1	1	4	42	112	160
		% within Employment Status	.6%	.6%	2.5%	26.3%	70.0%	100.0%
		% within Food Tourism	16.7%	50.0%	40.0%	62.7%	67.9%	64.0%
	employment	Count	5	1	5	22	46	79
		% within Employment Status	6.3%	1.3%	6.3%	27.8%	58.2%	100.0%
		% within Food Tourism	83.3%	50.0%	50.0%	32.8%	27.9%	31.6%
	unemployment	Count	0	0	1	2	7	10
		% within Employment Status	.0%	.0%	10.0%	20.0%	70.0%	100.0%
		% within Food Tourism	.0%	.0%	10.0%	3.0%	4.2%	4.0%
	retired	Count	0	0	0	1	0	1
		% within Employment Status	.0%	.0%	.0%	100.0%	.0%	100.0%
		% within Food Tourism	.0%	.0%	.0%	1.5%	.0%	.4%
Total		Count	6	2	10	67	165	250
		% within Employment Status	2.4%	.8%	4.0%	26.8%	66.0%	100.0%
		% within Food Tourism	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.738(a)	12	.256
Likelihood Ratio	13.977	12	.302
Linear-by-Linear Association	5.784	1	.016
N of Valid Cases	250		

Appendix 4.40: Relationship between How Often To Start A Trip and Food Tourism

			strongly disagree	disagree	neutral	agree	strongly agree	Total
How Often To Start A Trip	1 month	Count	0	0	2	4	23	29
		% within How Often To Start A Trip	.0%	.0%	6.9%	13.8%	79.3%	100.0%
		% within Food Tourism	.0%	.0%	20.0%	6.0%	13.9%	11.6%
	6 month	Count	2	0	5	31	59	97
		% within How Often To Start A Trip	2.1%	.0%	5.2%	32.0%	60.8%	100.0%
		% within Food Tourism	33.3%	.0%	50.0%	46.3%	35.8%	38.8%
	1 year	Count	1	2	2	19	60	84
		% within How Often To Star A Trip	1.2%	2.4%	2.4%	22.6%	71.4%	100.0%
		% within Food Tourism	16.7%	100.0%	20.0%	28.4%	36.4%	33.6%
	more than 1 year	Count	3	0	1	13	23	40
		% within How Often To Start A Trip	7.5%	.0%	2.5%	32.5%	57.5%	100.0%
		% within Food Tourism	50.0%	.0%	10.0%	19.4%	13.9%	16.0%
Total		Count	6	2	10	67	165	250
		% within How Often To Start A Trip	2.4%	.8%	4.0%	26.8%	66.0%	100.0%
		% within Food Tourism	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.060(a)	12	.147
Likelihood Ratio	17.017	12	.149
Linear-by-Linear Association	1.873	1	.171
N of Valid Cases	250		

Appendix 4.41: Relationship between Travel Period and Food Tourism

			Food Tourism					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Travel Period	day trip	Count	0	0	1	4	17	22
		% within Travel Period	.0%	.0%	4.5%	18.2%	77.3%	100.0%
		% within Food Tourism	.0%	.0%	10.0%	6.0%	10.3%	8.8%
	2-5 days	Count	2	2	8	48	108	168
		% within Travel Period	1.2%	1.2%	4.8%	28.6%	64.3%	100.0%
		% within Food Tourism	33.3%	100.0%	80.0%	71.6%	65.5%	67.2%
	1 week	Count	3	0	1	10	31	45
		% within Travel Period	6.7%	.0%	2.2%	22.2%	68.9%	100.0%
		% within Food Tourism	50.0%	.0%	10.0%	14.9%	18.8%	18.0%
	more than 1 week	Count	1	0	0	5	9	15
		% within Travel Period	6.7%	.0%	.0%	33.3%	60.0%	100.0%
		% within Food Tourism	16.7%	.0%	.0%	7.5%	5.5%	6.0%
Total		Count	6	2	10	67	165	250
		% within Travel Period	2.4%	.8%	4.0%	26.8%	66.0%	100.0%
		% within Food Tourism	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.329(a)	12	.587
Likelihood Ratio	10.922	12	.536
Linear-by-Linear Association	1.622	1	.203
N of Valid Cases	250		

Appendix 4.42: Relationship between Gender and Revisit Intention

			strongly disagree	disagree	neutral	agree	strongly agree	Total
			Revisit Intention					
Gender	female	Count	4	6	7	70	57	144
		% within Gender	2.8%	4.2%	4.9%	48.6%	39.6%	100.0%
		% within Revisit Intention	44.4%	54.5%	46.7%	59.8%	58.2%	57.6%
	male	Count	5	5	8	47	41	106
		% within Gender	4.7%	4.7%	7.5%	44.3%	38.7%	100.0%
		% within Revisit Intention	55.6%	45.5%	53.3%	40.2%	41.8%	42.4%
Total		Count	9	11	15	117	98	250
		% within Gender	3.6%	4.4%	6.0%	46.8%	39.2%	100.0%
		% within Revisit Intention	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.665(a)	4	.797
Likelihood Ratio	1.646	4	.801
Linear-by-Linear Association	.719	1	.396
N of Valid Cases	250		

Appendix 4.43: Relationship between Age and Revisit Intention

			| strongly disagree	disagree	neutral	agree	strongly agree	Total
Age	18-25	Count	7	10	13	104	82	216
		% within Age	3.2%	4.6%	6.0%	48.1%	38.0%	100.0%
		% within Revisit Intention	77.8%	90.9%	86.7%	88.9%	83.7%	86.4%
	26-35	Count	1	1	2	9	13	26
		% within Age	3.8%	3.8%	7.7%	34.6%	50.0%	100.0%
		% within Revisit Intention	11.1%	9.1%	13.3%	7.7%	13.3%	10.4%
	36-45	Count	1	0	0	4	2	7
		% within Age	14.3%	.0%	.0%	57.1%	28.6%	100.0%
		% within Revisit Intention	11.1%	.0%	.0%	3.4%	2.0%	2.8%
	46-55	Count	0	0	0	0	1	1
		% within Age	.0%	.0%	.0%	.0%	100.0%	100.0%
		% within Revisit Intention	.0%	.0%	.0%	.0%	1.0%	.4%
Total		Count	9	11	15	117	98	250
		% within Age	3.6%	4.4%	6.0%	46.8%	39.2%	100.0%
		% within Revisit Intention	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.878(a)	12	.866
Likelihood Ratio	6.992	12	.858
Linear-by-Linear Association	.025	1	.873
N of Valid Cases	250		

Appendix 4.44: Relationship between Marital Status and Revisit Intention

			strongly disagree	disagree	neutral	agree	strongly agree	Total
Marital Status	single	Count	9	11	13	110	89	232
		% within Marital Status	3.9%	4.7%	5.6%	47.4%	38.4%	100.0%
		% within Revisit Intention	100.0%	100.0%	86.7%	94.0%	90.8%	92.8%
	married	Count	0	0	2	7	9	18
		% within Marital Status	.0%	.0%	11.1%	38.9%	50.0%	100.0%
		% within Revisit Intention	.0%	.0%	13.3%	6.0%	9.2%	7.2%
Total		Count	9	11	15	117	98	250
		% within Marital Status	3.6%	4.4%	6.0%	46.8%	39.2%	100.0%
		% within Revisit Intention	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

(Revisit Intention)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.233(a)	4	.520
Likelihood Ratio	4.484	4	.344
Linear-by-Linear Association	1.324	1	.250
N of Valid Cases	250		

Appendix 4.45: Relationship between Employment Status and Revisit Intention

			Revisit Intention					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Employment Status	student	Count	2	9	7	82	60	160
		% within Employment Status	1.3%	5.6%	4.4%	51.3%	37.5%	100.0%
		% within Revisit Intention	22.2%	81.8%	46.7%	70.1%	61.2%	64.0%
	employment	Count	7	2	6	29	35	79
		% within Employment Status	8.9%	2.5%	7.6%	36.7%	44.3%	100.0%
		% within Revisit Intention	77.8%	18.2%	40.0%	24.8%	35.7%	31.6%
	unemployment	Count	0	0	2	5	3	10
		% within Employment Status	.0%	.0%	20.0%	50.0%	30.0%	100.0%
		% within Revisit Intention	.0%	.0%	13.3%	4.3%	3.1%	4.0%
	retired	Count	0	0	0	1	0	1
		% within Employment Status	.0%	.0%	.0%	100.0%	.0%	100.0%
		% within Revisit Intention	.0%	.0%	.0%	.9%	.0%	.4%
Total		Count	9	11	15	117	98	250
		% within Employment Status	3.6%	4.4%	6.0%	46.8%	39.2%	100.0%
		% within Revisit Intention	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.219(a)	12	.083
Likelihood Ratio	18.444	12	.103
Linear-by-Linear Association	.765	1	.382
N of Valid Cases	250		

Appendix 4.46: Relationship between How Often To Start A Trip and Revisit Intention

			Revisit Intention					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
How Often To Start A Trip	1 month	Count	1	0	3	13	12	29
		% within How Often To Start A Trip	3.4%	.0%	10.3%	44.8%	41.4%	100.0%
		% within Revisit Intention	11.1%	.0%	20.0%	11.1%	12.2%	11.6%
	6 month	Count	2	5	4	44	42	97
		% within How Often To Start A Trip	2.1%	5.2%	4.1%	45.4%	43.3%	100.0%
		% within Revisit Intention	22.2%	45.5%	26.7%	37.6%	42.9%	38.8%
	1 year	Count	2	4	8	40	30	84
		% within How Often To Start A Trip	2.4%	4.8%	9.5%	47.6%	35.7%	100.0%
		% within Revisit Intention	22.2%	36.4%	53.3%	34.2%	30.6%	33.6%
	more than 1 year	Count	4	2	0	20	14	40
		% within How Often To Start A Trip	10.0%	5.0%	.0%	50.0%	35.0%	100.0%
		% within Revisit Intention	44.4%	18.2%	.0%	17.1%	14.3%	16.0%
Total		Count	9	11	15	117	98	250
		% within How Often To Start A Trip	3.6%	4.4%	6.0%	46.8%	39.2%	100.0%
		% within Revisit Intention	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.674(a)	12	.322
Likelihood Ratio	15.649	12	.208
Linear-by-Linear Association	2.210	1	.137
N of Valid Cases	250		

Intention to revisit Penang: A study of Push and Pull factors