

FACTORS INFLUENCE DOMESTIC SENIOR
TOURISM IN MALAYSIA

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- 3) Equal contribution has been made by each group member in completing the FYP.
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PREFACE

The problem of demographic change will affect the target population of various industries. Senior has been estimated to increase year by year and may become the largest population in the world. Thus, every industry should target the senior customers to increase market share and profits. Malaysia has many beautiful landscapes and its tourism industry was the major contributor to GDP. Its domestic tourists were increasing but the percentage of senior tourists was declining. By investigating this study, Malaysian tourism industry can target senior tourists effectively. This study will apply the theory of generation to study the attributes of destination that influence newest senior (60-74 years old) in Malaysia. After collecting data, this study will use the SmartPLS to analyze the data and prove the significance relationship between the independent variables (Accessibilities, Amenities, Attractions, Complementary Services and Entrance Fee) and dependent variable (Senior Tourism in Malaysia).

ABSTRACT

Senior is a potential population that can contribute to the performance of various industries, including tourism because of global demographic change. As a country suffering from demographic changes, Malaysia should place more emphasis on senior tourism to boost the country's economy. The purpose of this study is to identify the destination attributes that influence the travel decisions of senior in Malaysia. It is hoped that the Malaysian tourism industry will expand its market into senior tourism by recognizing the attributes of the destinations that senior tourists tend to visit. The results of this study showed that, Complementary Services and Entrance Fee has significance relationship with senior tourism in Malaysia.

Keywords: senior tourism, destination attractiveness, theory of generation

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

Chapter 1 gives an overview of how this research was conducted. The first part of this chapter will illustrate the knowledge of the background to understand the aim of this study. Besides, this study discuss about the problems that are faced by the tourism industry in Malaysia. After defining the problem statement, this chapter also presented the research questions and research problem, as well as mentioned the importance of this study and the potential benefited parties. Lastly, the structure of this study that summarizes each chapter also will be written in this section.

1.1 Research Background

The number of people aged 60 and over is forecasted to rise to 21% of the world's population by 2050 (United Nations, 2013). This statement reflects the fact that the percentage of older visitors will continue to increase and become the main contributor to the tourism industry (Losada et al, 2019). Dominik, Simon & Kenneth (2019) stated that senior tourism become a major component of the tourism industry due to the population of seniors who have strong purchasing power increases. Bai et al. (2021) indicate that there will be a new potential market for the hospitality and tourism industry and increased economic growth due to the increase in older visitors. Banister & Bowling (2004) supported this point and stated that the rapid growth of the elderly caused this proportion to become the fastest-growing segment and significantly increased the number of senior tourists. The purchasing power of seniors is keep growing in many high and middle-income countries and their main income includes pensions, investments and property (Silvers, 1997).

As a developing country listed in the Top 50 countries with the largest percentage of older adults, Malaysia is experiencing a demographic change (PRB, n.d.). The senior population aged 65 years and above in Malaysia increased rapidly from 5.5% of the population in 1980 to 7.9% in 2010 (Mutalib, 2020). According to the Malaysian population census from the Department of Statistics Malaysia, the proportion of the older population has increased to 7.4%, while the proportion of younger people and working age groups, as well as the median age, decreased in 2020. According to Hamid (2019), the elder population in Malaysia is predicted to increase to 14% of the population in 2040. The World Bank (2020) forecasted that the proportion of the elderly in Malaysia will reach 14% of the population by 2044 and increase to 20% by 2056. In Malaysia, there are 19.7 million domestic visitors arrived at Selangor, followed by Perak with 13.2 million, Wilayah Persekutuan Kuala Lumpur with 12.4 million, Sabah with 10.3 million, and Kedah with 10.1 million (Department of Statistics Malaysia, 2021).

United Nations (2008) defines tourism as the activity of a tourist who travels to a specific place outside his or her usual environment for any primary purpose related to business, leisure or other personal purposes for a period not exceeding one year. Tourism involved a wide variety of businesses, consisting of many sectors or subsectors that offer and supply many similar but different products and services that can fulfil tourists' demands and allows visitors to travel and tour (UOW Malaysia KDU, 2021). Thus, tourism is a key economic sector for the entire world as it promotes economic growth, develops national prosperity, provides opportunities for people to experience different cultures and natural treasures, and brings people closer together, highlighting their common humanity (Guterres, 2020). According to Pham et al (2021), tourism becomes the main driver of growth in many countries and regions. In the view of Szivas, Riley & Airey (2003), tourism is important for those developing countries because this industry can help the development of the country by expanding the economy.

Malaysia is a multicultural country with a tropical climate, which means the country's beaches and islands have sunshine all year round, so visitors can travel to Malaysia anytime (Mosbah & Saleh, 2014). According to Nair & Thomas's work in 2013 (as cited in Mohd, Latiff & Senadjki, 2019), Malaysia has a wide variety of attractions and tourism resources that can fulfil tourists' preferences and its location in the centre of Southeast Asia gives it a strategic advantage in developing tourism in the future. Holmes (2020) stated that with three different cultures, Malay, Chinese and Indian, Malaysia has plenty of delicious food and lush tropical landscapes to attract visitors. Malaysia is categorized as a developing country that has an upper-middle income (United Nations, 2014). Therefore, tourism plays an important role in boosting Malaysia's economy by contributing 14.1% to the country's GDP in 2020 (Department of Statistic Malaysia, 2021). As in the view of Tang & Tan (2014), tourism in Malaysia has a positive relationship with the country's economic growth in both the long and short term.

Referring to Malaysia Tourism Statistics developed by Tourism Malaysia, the number of visitors in Malaysia has shown an upward trend from 20.97 million in 2007 to 26.1 million in 2019. The annual report of the Malaysia Tourism Promotion Board in 2019 shows that most of the tourists come from Singapore, followed by Indonesia, China, Thailand and Brunei. Malaysia has recognized the importance of the tourism industry and therefore Malaysia's government has identified tourism as one of the National Key Economic Areas (NKEAs) in the 10th Malaysia Plan (2011-2015). The plan aimed to lead Malaysia to become a high-income country by 2020 (The Economic Planning Unit Prime Minister's Department Putrajaya, 2010). Due to the significant growth in the tourism industry, Malaysia has launched the "Visit the Real Asia Malaysia 2020" campaign with the goal of achieving 30 million visitors and RM100 billion in tourism revenue by 2020 (Malaysian Investment Development Authority, 2021).

1.2 Research Problem

Tourism in Malaysia has contributed much over the years to the country and is classified as the third-largest contributor to Malaysia's GDP in 2019 (Malaysian Investment Development Authority, 2021). As stated in Tourism Satellite Account 2019, the tourism industry is the major income of Malaysia since it contributes RM240.2 billion to the country's economy, with a share of 15.9%. Tourism in Malaysia also provides many job opportunities, with 23.6% of those employed being in the tourism industry (Department of Statistics Malaysia, 2020). According to Sakolnakorn (2020), the tourism industry in Malaysia has a positive effect on the country's economy because it is the second biggest source of income from foreign exchange. Thus, the tourism industry in Malaysia needs more attention and strategic tourism promotion (Shah, Iskandar & Gimino, 2022). Based on the data from Domestic Tourism Survey between 2017 to 2019, the number of domestic tourists is increasing year by year to 205.4 million, 221.3 million and 239.1 million respectively. However, the percentage of domestic senior tourists is declining, from 15% to 14.9% and 11.7%. Since the number of seniors in Malaysia is increasing, but the percentage of domestic senior tourists is decreasing, there must be some reasons causing this phenomenon occurs. A decline in the proportion of senior tourists within Malaysia will cost the tourism industry in Malaysia a significant amount of potential revenue.

According to Pegg (2009) and Zhang & Zhang (2018), as people age and become senior citizens, they have more free time. Travelling is a common way for seniors to fill their free time and it can bring a lot of benefits (Mangunsong, 2020). In 2018, there is 33.15 million domestic senior tourists travelling in Malaysia (Department of Statistic Malaysia, 2018). The research by Ferrer (2016) showed that travelling positively affects life satisfaction due to feeling of perceived health. Since seniors are retired and do not need to worry about the burden of work and family, they have more free time and have a high ability to purchase (Mangunsong, 2020). Grougiou & Pettigrew (2011) mentioned that seniors have more time and money to spend on travel. Moal-Ulvoas supported this claim in a 2017 study in which researchers found

that older adults with travel experience had more money, were interested in many things, and enjoyed in expensing. Since senior has different preferences from younger ones, seniors need extra care and more convenient facilities (Lee & King, 2016).

As observed from the above sources, Liew, Hussin & Abdullah (2021), the attributes of destinations that attract senior tourists to visit are attractiveness, accessibility, amenities, and complimentary services. In addition, the entrance fee of the attraction is one of the factors of a successful destination, as it influences the decision of the visitor (Maricar & Glen, 2021). Therefore, Attractiveness, Accessibility, Amenities, Complementary Services and Entrance Fees will be the independent variables in investigating the influence factors of senior tourism in Malaysia. The reason for studying this topic is to investigate the motivation or factors that motivate Malaysian senior tourists to travel.

There is much research that has been done in the past, but there is a lack of research focused on investigating factors that influence senior tourism in Malaysia based on the characteristic of attractions. Past researcher's studies focus on the tourism experience and quality of life among elderly tourists (Kim, Woo & Uysal, 2015), exploring the relationship between travel and senior tourists' life satisfaction (Pan, Fu & Wang, 2020), factors that influence tourists' travel behavior (Mohd, Latiff & Senadjki, 2019), and so on.

1.3 Research Objective

In a study by Mohd, Latiff & Senadjki in 2019, the researchers mentioned that the senior tourism market will continue to grow as the number of senior citizens entering retirement in the world, including Malaysia, continues to increase. Besides, there is a decline in percentage of senior tourist in Malaysia, from 15% in 2017 to 11.7% in 2019. Hence, there is a need for more studies on Malaysia's senior tourism in terms of how to attract senior tourists based on the characteristics of attraction. This research is to examine the factors influencing senior tourism in Malaysia.

1.3.1 General Objective:

The main objective of this research is to examine the relationship between senior tourism in Malaysia and the attractions, accessibility, amenities, complementary services and entrance fees.

1.3.2 Specific Objective:

- i. To examine whether there is a significant relationship between Attractions and senior tourism in Malaysia.
- ii. To examine whether there is a significant relationship between Accessibilities and senior tourism in Malaysia.
- iii. To examine whether there is a significant relationship between Amenities and senior tourism in Malaysia.
- iv. To examine whether there is a significant relationship between Complimentary services and senior tourism in Malaysia.
- v. To examine whether there is a significant relationship between Entrance fees and senior tourism in Malaysia.

1.4 Research Question

- i. Does Attractions influence senior tourism in Malaysia?
- ii. Does Accessibilities influence senior tourism in Malaysia?
- iii. Does Amenities influence senior tourism in Malaysia?
- iv. Does Complimentary services influence senior tourism in Malaysia?
- v. Does Entrance fees influence senior tourism in Malaysia?

1.5 Research Significance

The significance of this study is to understand the independent variables, such as Attractions, Accessibilities, Amenities, Complimentary services and Entrance fees, influence the dependent variable which the senior tourism. In addition, this research gathered insights from previous researchers' studies. Therefore, it can benefit many parties, including elder people, travel agencies, accommodation, and future researchers.

The findings of this study may boost Malaysia's economy as it provides more insights to travel agencies and become a guideline for them in formulating new packages and improving existing packages to attract more senior customers. This study also helps accommodation to generate some new strategies by providing them with a new direction of target segments, which is the senior tourists. In addition, this study can be beneficial to society especially the elder people by improving the well-being and health of seniors as attractions take action to make their facilities more senior-friendly. Other than that, this study may be useful for future researchers who are interested to study related fields such as seniors, tourism, etc. It is because our research covered the reasons why seniors choose to travel to that place. There are some studies conducted by other researchers related to senior tourism, but this topic is rarely discussed by others because Malaysia has fewer elderly tourists

compared to other countries. Therefore, future researchers can use our study as a reference.

1.6 Research Structure

Chapter 1 of this study is focusing on the introduction of the study. In this section, there will be a discussion about the research background, which briefly talks about demographic change, senior trends, and tourism in Malaysia. In addition, this section contained the research problem, research questions and research objectives to present the aim of studying this topic.

Chapter 2 will focus on the literature review, that is, the collection and selection of relevant articles to support this study. In this section, the theory related to our study is presented to increase the reliability of this study. Besides, this section will explain the dependent and independent variables, as well as the hypothesis to modify the relationship between variables.

Chapter 3 will focus on the methodology, that is, the way in which the data were collected. In this section, the research design and data collection method will be discussed to choose an approach to collect data. Besides, the design of sampling and research instruments is presented to target our population. This section also included the data analysis techniques.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

Chapter 2 will draw a guideline for this study on the problem statement. This chapter is about the literature review, and all the information we used in this study was from Google Scholar, ScienceDirect, and the official website. This section provides relevant literature and information on the factors that influence senior tourism in Malaysia. In addition, the dependent and independent variables of this study will be explained in this section, as well as formed hypotheses to make a presumption between chosen variables. The framework will be illustrated in this section to provide a clear guideline for this study.

2.1 Underlying Theory

Theory of Generation

The Theory of Generation by Mannheim explained that each generation has its own unique characteristics because notable events in the socio-historical environment have influenced their value systems and personalities, making them different from others (Chen & Shoemaker, 2014).

Some studies have supported this theory and they found that there is a generation gap between recent seniors and the older generation. Gonzalez et al. (2008) and Hudson (2010) claimed that the current senior market is very different from the stereotype of older visitors from past eras. They also stated that people might have

misconceptions about seniors, that not all senior citizens aged 55 and above are frail, dependent, lonely, or physically or mentally disabled and that their travel preferences are inconsistent and unpredictable. In addition, Cummings (2006) argued that the current senior travel market is more inclined to engage in exciting adventures and new challenges. Due to Baby Boomers and the Silent Generation having different lifestyles and values, they seek different travel experiences and actual vacation activities (Lehto et al., 2008). Besides, Oppermann (1995) studied and demonstrated the differences between the younger senior and older generations of the German population in their choice of tourist destinations.

In this study, this theory can be applied to examine the factors influencing senior tourism in Malaysia across generations. According to Alterovitz & Mendelsohn (2013), the population aged 40-54 are categorized as middle-aged, 60-74 years old are the young-old and aged 75 and above are the old-old seniors. Hence, this study adopted the theory of generation and studied only the young-old senior because they are the newest generation of seniors.

2.2 Review of Variables

2.2.1 Dependent Variable: Senior Tourism In Malaysia

In this study, in order to understand the concept of senior tourism, it is important for us to the definition of senior tourists. The definition of the senior tourists segment in the past study is different. According to Patterson (2006), senior tourists often describe those people who are 55 years old and above. Chen & Wu (2009) defined senior tourists as people aged above 50. In the view of Hossain, Bailey and Lubulwa (2003), senior is the term that describes people aged 55 and above, while non-senior refers to people aged below 55. Esiyok et al. (2018) stated that people above 60 years old are categorized as senior tourists. Möller et al. (2007) claimed

that younger seniors are those aged from 65 to 79, while seniors are those aged 80 and above. Since there is a different viewpoints on the definition of senior tourists, the minimum senior tourists' age in this study will be 60 years old and above. This definition is referred to Malaysia Government (2022), which defined senior citizens as those who are 60 years old and above. By applying the theory of generation, young-old seniors have different characteristics, personalities, and value systems from other generation seniors. Nyaupane et al. (2008) stated that old-old seniors face health issues, while young-old seniors are more likely to have time and money constraints. In addition, Reece (2008) found that the average distance travelled by older tourists was greater than that of non-older tourists and thus claimed that older tourists are not a homogeneous group. In addition to this, Esiyok et al. (2018) found that older tourists have different reasons for travelling and lengths to stay are different too. On the other hand, Norman et al. (2001) stated that younger seniors care more about climate, events, and attractions in a destination than older seniors (Norman et al., 2001). These statements show that the behaviour or preferences of senior tourists in different age groups are not the same. Hence, seniors in this study refer to the newest generation of elder people, who are over and around the age of 60.

Due to tourism industry in Malaysia is facing the problem of a decline in the proportion of domestic senior tourists, so this study will investigate only domestic senior tourism in Malaysia. As a result, senior tourism in this study refers to Malaysian senior tourists over 60 years old and around 60 years old who travel in Malaysia.

2.2.2 Independent Variables: Attractions

Over the years, tourist attractions are the major component of tourism systems in all countries. According to Pearce (1991), attractions are places with specific human or natural characteristics that are the focus of attention of tourists and management.

Tourist attractions are places that attract visitors by offering something of interest, usually inherent or displayed cultural values, historical significance, natural, and recreational opportunities (Jerab, Alper & Baslar, 2011). Natural attractions including mountains, valleys, gardens, springs, drives, parks, lakes, rivers, wildlife, caves and valleys are categorized as natural attractions, while historical attractions including ancient temples, palaces, town ruins and museums, as well as art galleries, buildings and structures, and theme parks are categorized as cultural attractions (Hasa, 2016; Biswas, Omar & Rashid-Radha, 2020). Besides, attractions not only refer to the properties but also include entertainment and events such as performances, exhibitions, cultural events, festivals, entertainment and others (Rajesh, 2014). Erislan (2016) stated that tourist attractions are of such quality that attracts a flow of tourists even from long distances. Tourists travel to a place just to visit one particular attraction, and their itineraries are often planned for visiting or experiencing a range of attractions (Shaykh-Baygloo, 2021). Leiper (1990) supported this statement and formed the term “nuclear mix” to represent the set of attractions available to tourists.

2.2.3 Independent Variables: Accessibilities

According to the World Health Organization (2021), the number of people with disabilities is rising to more than one million due to demographic changes. Therefore, the accessibility offered by tourist attractions needs to be involved in this study. The term ‘accessibility’ in tourism means the capability to offer tourists access to reach a place, including travel throughout the destination (Suanmali, 2014). Eichhorn & Buhalis (2010) define accessibility as the different types of transportation and information that tourists use to reach their destinations quickly, safely and appropriately. For Ghose and Johann (2018), accessibility means the ability to help tourists easy to reach desired goods, services, activities, and destinations through the availability, affordability, and convenience of transport facilities, information, or geographic distribution of activities and destinations. Eichhorn & Buhalis (2010) and Toth & David (2010) categorized those

accessibilities for different properties into three groups, which are surface, air and water transportation. In the study conducted by Iwarsson & Stahl (2003), accessibility was divided into physical access and access to information. Physical access includes access to transportation, accommodation facilities and attractions (Turco et al., 1998). Accessibility affects the market price of different properties, especially tourist elements like hotels since real estate is a heterogeneous product with other influencing factors, such as the surrounding environment's characteristics and its constituent features (Cordera et al, 2019).

2.2.4 Independent Variable: Amenities

In a theoretical manner, natural amenities may be seen as impetus that influence the structure of tourism demand, regional migration, and basis for regional quality of life attributes. (Power, 1988) Amenities can be viewed from the perspective of economic growth theory as potential regional factor inputs to the goods and services' localized production. (Marcouiller, 1998) Natural amenities have a wide range of standard definitions, most of which are provided on ad hoc basis. For instance, Isserman (2001) focused on tranquil sunsets, wide vistas, outdoor activities, and natural places. McGranahan (1999) mentioned water area, topography, and climate. They often incorporate aesthetics related to climate, topography such as hills and mountains, water such as rivers, forest, and open space. (Marcouiller, Clendenning & Kedzior, 2002) After that, hotel in-room amenities are additional goods and services that are provided free of charge to consumers by hotels. (Vallen et al., 2000) Since the 1970's, hotels started providing toiletries with free of charge, this type of amenities have developed in several perspectives. (Heo & Hyun, 2015) Hotels have begun putting new styles of environmentally friendly toiletries in the rooms as part of their proactive engagement with societal concerns like sustainability. (Mak & Chang, 2019) Nowadays, technology-mediated amenities, child-friendly amenities, and entertainment amenities will be included in the guestroom of the hotels. In response to Covid-19 pandemic, more contemporary in-room amenities have been added, like air cleaners, which will improve the hygiene measures. (Rawal et al.,

2020 & Yu et al., 2021) By creating hotel stays more pleasurable, the supply of the necessary in-room amenities improves the experience of the customers. (Heo & Hyun, 2015) Later, there has some examples of recreational amenities such as public libraries, cinemas, card rooms, and parks.

2.2.5 Independent Variable: Complementary Services

To create a complementary service catalogue that contributes to higher satisfaction of customer and improves profitability of hotel, a process for identifying, rating, and categorising hotel services is proposed. The process circumvents the shortcomings of the models suggested by Kano et al. (1984) and Yang et al. (2009). It is also simple to use in hotel industry. The process entails defining the complementary service catalogue that distinguishes between free and payable services. It also includes evaluating the significance and viability of the services among hotel experts who contacted indirectly with customers. Next, it contains evaluating the frequency and significance of utilize of the services via guest surveys. Other than that, the complementary services can be classified into dispensable, essential, and desirable. It considered as dispensable because it has low significance and frequency of utilize. It considered as essential because they are high frequency of use and relevant. It considered as desirable because of the great relevance for tourists. By considering the significance and frequency of utilize and relied on hotel establishment's form, the complementary services can be assessed. Besides, there are free complementary services provided for three kinds of hotels. For the economically priced hotel, it can offer the welcome fruit basket or luggage porter service. For the medium to high priced hotels, the pool towels, restaurants, and gym inside the hotels can be provided for guests for free. In addition, there are also payable complementary services such as spa, electric bicycle's rental, late breakfast, and private transport to hotel. (Asunción et al., 2020)

2.2.6 Independent Variable: Entrance Fee

Public funding for the upkeep and administration of natural assets is inadequate or declining in several tourism destinations. (Eagles, McCool, & Haynes, 2002) For the long term of time, this tendency might endanger the entire basis of nature-based tourism due to increase the number of tourists, and rise environmental consequences such as wildlife disturbance, littering, and trampling. Charging tourists for going into the natural places is an option to safeguard and improve the natural attractions. If the amount of visitors continuously rises, the costs will increase. With the aim of raising money to cover the natural assets' operating costs and to enhance the experience of tourists in the natural locations, a lot of parliament's relevant members and managers of attraction have planned to obtain extra resources via charging entrance fees to tourists. (Maria et al., 2008) According to the conventional economic theory, lesser individuals are willing to pay for an item if its price is greater. The aim of many protected places and national parks which are designed to encourage public access will be violated and the potential profits will decrease if lesser individuals travel to a place after the entrance fee is implemented. Furthermore, the most typical discovery is that the introduction of appropriate charges or appropriate rising charges did not result in significantly lower demand for outdoor recreation. (Eagles et al., 2002; Fedler & Miles, 1989; Krannich et al.,1999; Schroeder & Louviere, 1999)

2.3 Proposed Theoretical/ Conceptual Framework

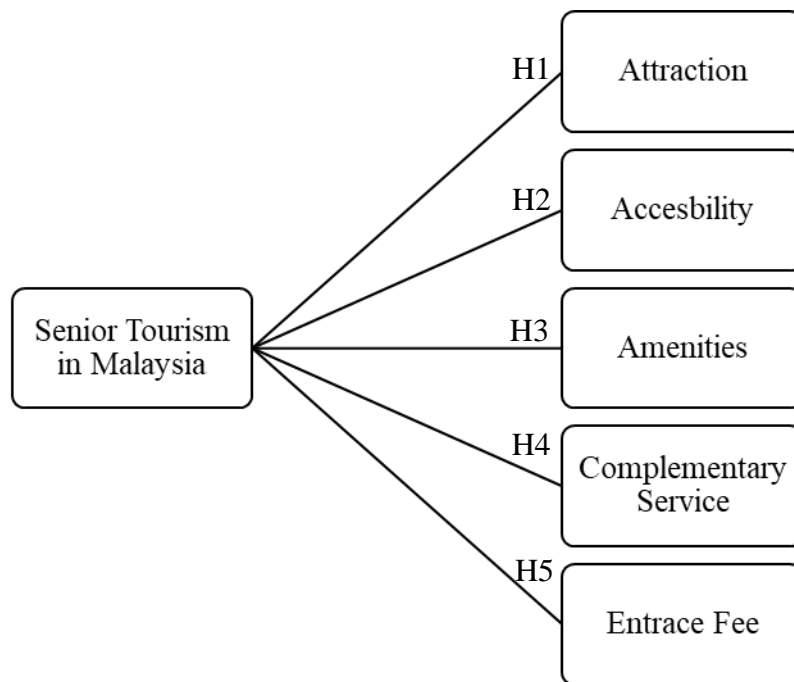


Figure 2.3: Proposed Conceptual Framework.

2.4 Hypothesis

H1: There is a significant relationship between Attraction and Senior Tourism in Malaysia.

According to Handayani (2016), the major attribute of tourism and hospitality industry is tourist attractions. This statement is supported by Haneef, Ansari & Bhavani (2019), which stated that tourism does not exist if a destination does not have the main determinants of attractiveness, especially tourist attractiveness. This is due to the fact that tourist attractions not only play the role of a basic weapon but also become a competitive advantage for tourist destinations (Nahar et al., 2015).

Other than that, Manhas et al. (2016) also stated that tourist attractions are a crucial contributor to the development of tourist destinations and can positively influence a country's overall economic development. Thus, the tourism industry should pay more attention and take action to attract visitors. By promoting the attractions and tourism activities, the competitive and comparative advantages will increase, and this can boost the market as well as impress the tourist with unique experiences (Castro et al., 2017)

H2: There is a significant relationship between Accessibility and Senior Tourism in Malaysia.

In the view of Seyidov and Adomaitienė (2016), accessibility is one of the attributes of a tourist destination that makes the place suitable for visitors. Commonly, the travel agents or tour operators will provide the tour packages, while the active stakeholders and Destination Marketing Organisations (DMOs) will provide tourism information to visitors. In addition, some businesses will offer tourist information about accessible destinations, attractions and venues to visitors (Eichhorn & Buhalis, 2010). Besides, Castro et al. (2017) claimed that the key necessity for planning trips is accessibility. It is said that once travellers have developed their travel plans through authentic and timely information, they are ready to approach their destinations (Biswas, Omar & Rashid-Radha, 2020).

H3: There is a significant relationship between Amenities and Senior Tourism in Malaysia

Malaysia is lucky to have large tracts of rainforest, which are on peninsular and in Sarawak and Sabah's eastern states in Borneo. The senior tourists who like

adventure will spend time walking in the forests. Elderly tourists have a variety of choices that are affordable and would not put them in danger of becoming too exhausted. The forest covering roughly 60 percent of Malaysia based on the Worldwide Fund for Nature. It provides many chances for hiking. In Malaysia, hiking is a leisurely outdoor exercise that promotes both mental and physical wellness. Ecotourism or environment-based tourism destinations are frequently conveniently located for visitors who want to take advantage of the scenic majesty of mother nature, link with nature and the outdoors, engage with hikers, and generally enhance their well-being and health. (Nordin & Jamal, 2021) The hills, mountains, and forests are the natural amenities which providing the senior tourists for walking and hiking. The recreational amenities like cinemas and parks offer advantages of social integration and crucial chances for social interaction of senior because lesser seniors currently work. (Schwanen et al., 2001 & Cheng et al., 2019a, 2019b) According to De Vries et al. (2003), recreational events affect an active lifestyle and therefore be good for people's health. Then, there is a senior-friendly hotel room. It can provide the amenities for the senior tourists such as big buttons on alarm clock, telephone and television remote control, and printed materials in large font size. (Barnett, 1993) Hotels should consider to provide amenities to enhance convenience and fulfil the senior tourists' requirements. The amenities are positively influencing the senior tourism in Malaysia.

H4: There is a significant relationship between Complementary Services and Senior Tourism in Malaysia.

In order to quickly respond to customer's wants and preferences by adopting the creative alternatives, tourism experts continuously assess the goods and services provided by the competition. By doing this, they want to boost the hotel customers' satisfaction and rise establishments' profits. For the economically, medium, or high-priced hotel, they can provide the free complementary services such as night entertainment, express check-out, fitness centre, online check-in and room selection, and others. They can also supply the payable complementary services such as

external food delivery, laundry area, nutritional counselling, and others. (Asunción et al., 2020) The hotel industry is aware of how crucial complementary services are for senior parties. For this reason, the hotel sector looks to form partnership with other tour operators to provide alluring packages according to a variety of complementary environmental and cultural events. (Yang, 2012) Therefore, the complementary recreational offering provided at the destination can influence the lodging selections of the senior tourists. Complementary services are vital to senior visitors who commonly visit hotels for the services they provide as compared to those provided by other forms of lodging. (Nieves et al., 2017) According to Tourism Malaysia (2017), Berjaya Hotels & Resorts (BHR) became the first hotel group in Malaysia to supply free smartphone device and services. The customers of BHR may have international or local calls which are unlimited. These services permit them to use the Internet to search the info about the surrounding travellers attractions. Then, the complementary services are positively influence the senior tourism in Malaysia.

H5: There is a significant relationship between Entrance Fee and Senior Tourism in Malaysia.

By using the MyRapid Concession Card, the Malaysian senior citizens who are 60 years old and over can have half fare discount on MRT, LRT, and RapidKL bus services. The entrance fee for seniors to enter the Golden Screen Cinemas have also up to 50 percent discounts which excluded public holidays and Wednesday. For the tourist attractions, senior citizens can enjoy the discounted entrance fee. For example, they can obtain 50 percent discount of fee for entering the PETRONAS Twin Towers. The seniors who hold MyKad only require to pay RM 6 for two-way ticket in Penang Hill. The seniors who wanted to play in the theme park just need to pay the similar price as the children. For instance, theme park in Legoland Malaysia, Lost World of Tambun in Ipoh, and Snow World in Resorts World Genting. (Khor, 2019) Nowadays, most of the private or public service providers offer older people, who are 60 years old and over, discounts of up to 50 percent.

The findings of the study showed that there is a positive impact on willing to pay when continuing the policy on entrance fees to advantage the senior tourists to state and private forest places. (Pricila et al., 2018) Some studies also stated that the elderly look like willing to pay for entrance fee in natural places and parks. (Ashfaq et al., 2017, Khan et al., 2014) In short, the entrance fee is positively affecting the senior tourism in Malaysia.

CHAPTER 3: METHODOLOGY

3.0 Introduction

In this chapter, the research design, method of data collection, design of sampling, research instrument, and data analysis techniques will be discussed. Firstly, we chose quantitative research and used the survey method to run for our research. We distributed the computerized self-administered questionnaire to the respondents by using the computer technology. The questionnaire is conducted to get the data about the factors that affect the senior tourism in Malaysia. After that, we collected the data through the computerized self-administered questionnaire and the electronic articles or journals. In addition, the target population is the seniors who aged 60 years old and above in Malaysia. We decided to distribute the questionnaire for 204 seniors in Malaysia. The technique sampling that we used is the convenience sampling. For the questionnaire, it will translate into English and Bahasa Melayu and include three sections which are demographic information and the questions about the independent variables and dependent variable. The questionnaire consisted of four variables measurements such as nominal, ordinal, interval, and ratio. Other than that, the data analysis techniques that we used for this research are quantitative data analysis, descriptive statistics, partial least squares analysis, and diagnostic analytic.

3.1 Research Design

Plans and processes for conducting research are known as research designs, which cover anything from general hypotheses to specific techniques for gathering and analysing data. It entails the confluence of philosophical assumptions, investigative techniques, and particular methodologies. (Creswell, 2009) Its goal is to offer a suitable framework for the research. A crucial decision in research design procedure

is the option to be created about research methodologies since it decides how pertinent data for research can be gathered. Nevertheless, there are a lot of reciprocally connected decisions contained in the research design procedures. (Jilcha Sileyew, 2020)

In this research, we had chosen quantitative research. This research involves quantitative approach which place an emphasis on precise measurements and the mathematical, statistical, or numerical analysis of data gathered via surveys, polls, as well as the manipulation of statistical data that has already been obtained by utilizing computing methods. (Babbie, Earl R., 2010) Quantitative research can be used to verify objective theories by analysing the connection between the variables. The variables are able to be gauged, and then allowing numerical data to be statistically examined. (Creswell, 2009)

Among the quantitative research methods, we are selecting survey research for this research. Survey research is the gathering of data from individuals' sample via their replies to the questions. (Check & Schutt, 2012) It permits the use of several approaches for participant recruitment, data collection, and utilization of equipment. We decide to create computerized self-administered questionnaire and distribute to the respondents. This questionnaire refers to a technique of gathering survey data that makes use of computer technology to develop a tool that enables respondents to finish the survey with little or without people help. (Lambries, 2008) It can be distributed by using computer technology such as internet, smartphones, computers, or social medias. Then, we can collect the data to know about the factors that affect the senior tourism in Malaysia.

3.2 Data Collection Method

Data collection method is significant because the way the data gathered is utilised and what justifications it can make are determined by the analytical method and methodology used by the investigator. (Paradis, 2016) There are several methods of data collection to be used by social scientists to gather data. For example, experiments, surveys, focus groups, participant observation, or in-depth interviews. (Hox & Boeije, 2005) The quantitative data was picked to collect data for this research. There are two main kinds of data collection methods such as primary and secondary. The information is directly gathered by using primary data collection approach, therefore it is source data. The data that are gathered for special research problem at hand, utilising processes that best fit the problem of research is known as primary data. We collected the primary data via computerized self-administered questionnaires. We distributed the questionnaire to the respondents through computer technology. Distributing questionnaire is a convenient and efficient replacement for conventional approach of getting data. This approach save cost and save time, the responses can be collected in short time. (Lefever & Matthíasdóttir, 2007) For instance, we send it via email or social media such as Instagram and Facebook. In addition, secondary data is the information made by another investigators are created accessible for use again by the common research group. We gathered the secondary data from electronic articles or journals such as ScienceDirect, Google Scholar, Sage Publications, and others..

3.3 Design of Sampling (For the Primary Data Collection)

Sampling is the procedure of choosing a segment, piece, or portion that is entirely represented. It can convey the information about the quality of inferences created by the investigator that originate from the underlying findings. Therefore, it is a significant phase in the procedure of research. Sampling design stands for the framework within which the sampling is conducted, containing sample size, and sampling scheme's types and number. (Onwuegbuzie & Collins, 2007)

3.3.1 Target Population

A group of people that the intervention is intended to study and take conclusions from is known as the target population. (Barnsbee et al., 2018) The topic of this research is the factors that affect the senior tourism in Malaysia. It mainly focused in the seniors that travelled in Malaysia. Therefore, the target population is the seniors in Malaysia. According to The Government of Malaysia's Official Gateway (2022), an individual who aged 60 years old and above is considered as a senior citizen. The seniors who aged 60 years old or greater than 60 years old in Malaysia are targeted in this research.

3.3.2 Frame and Location Sampling

Frame sampling is a list or other tool utilized to specify the target population of researcher. It specifies a group of components from which a researcher can choose the intended population's sample. (Lewis-Beck et al., 2004) In this research, the frame sampling is the senior tourists in Malaysia. The respondents should fulfil two criteria which is they should aged 60 years old or over and should have experience of travelling in any tourism destination in Malaysia. For the location sampling, we distributed the questionnaire through online such as email, Instagram, Facebook, and others. This is because the number of internet users in Malaysia increased from 21.42 million in 2015 to 28.38 million in 2020. (Joschka, M., 2021) This indicated that more people used the internet from year-to-year and thus sent questionnaire via online is more convenient as compared to paper questionnaire. The benefits of e-questionnaire contain reaching people who live far away, being able to contact people who are hard to reach, and the ease of automated data collecting, which save effort and time of the researchers. It also saves cost because it changed from paper format to electronic medium. (Wright, 2005). After that, the family members or

friends of the senior tourists can help seniors to complete the questionnaire if the seniors are inconvenient to fill in the questionnaire.

3.3.3 Technique of Sampling

The technique of sampling can be separated into two types which are probability sampling and non-probability sampling. Probability sampling defines as every component of the population has equal opportunity of being involved in sample. The examples of probability sampling are simple random sampling, cluster sampling, multistage sampling, systematic sampling, and stratified random. Non-probability sampling is the sampling strategy where the probability or opportunity of each unit to be chosen is unconfirmed or unknown. Its examples are convenience sampling, snowball sampling, judgement sampling, and quota sampling. The technique that will be used in this research is convenience sampling which classified as non-probability sampling. It collects data from population members who are easily accessible to take part in the research. Comparing to another techniques of sampling, this sampling is cheap and easy choice. Thus, it became the favoured technique of sampling for students. Many limitations associated with study can be overcome by this sampling. For instance, it is simpler than targeting participants who are not known when the sample is utilizing family or friends. (Taherdoost, 2016) We can send a link of e-questionnaire to respondents we can contact through social medias or emails, and respondents whom we know in person by using this technique.

3.3.4 Size of Sampling

The precision level, confidence level, and degree of variability in the attributes being calculated are the three conditions that required to determine the appropriate size of sampling. The range in which the real value of

population is assessed to be is known as level of precision, which also called sampling error. The Central Limit Theorem's concepts serve as the foundation for confidence level. The Central Limit Theorem's central proposition is that the average value of the attribute acquired by population's repeated sampling is equal to the real population value. The attributes in the population's distribution are discussed in relation to the degree of variability in the attributes being assessed. A proportion of 50% denotes higher level of variability because it is the maximum variability in the population. It is always utilized to calculate a sample size which is more conservative. According to Department of Statistics Malaysia Official Portal (2022), the population size of senior aged 60 years and above in 2021 is 3.5 million. There is a simplified formula to measure sample size that provided by Yamane (1967). The formula is $n = \frac{N}{1 + N(e)^2}$. Where n is the sample size, e is the precision level, and N is the population size. When substitute the value into the formula, $n = \frac{3500000}{1 + 3500000(0.07)^2}$. The result is 204. (Israel, 1992) In this research, we targeted 204 respondents as our sample size.

3.4 Research Instrument (For the Primary Data Collection)

A significant stage in the process of research is selecting the best instrument to catch the phenomena of interest in quantitative research. The research instrument is equipment for collecting data and act as mechanism for acquiring information about the theory or attribute of interest. (Roberts & Stone, 2003) We used the computerized self-administered questionnaire as our research instrument for this research to understand about the factors that affect the senior tourism in Malaysia.

3.4.1 Questionnaire Design

The questions' structure and the decisions on the kinds of response formats for every question are the two significant characteristics of questionnaire design. The questions of the questionnaire can be categorized into three forms such as closed, contingency, and open-ended questions. The closed questions which also called multiple choice questions require the participants to select from a set of answers which are possible, and the answer should be strongly correspond to her or his viewpoint. These questions provide easy options like Yes or No. The benefit of this type of questions are simple and immediate to answer. Dichotomous question is one of the closed questions' formats. It indicates only two mutually special reactions are offered. There is no choice to be selected and the participants should response the questions by giving an answer with few words for the open-ended questions. It allows the participants to express their opinions. Then, the contingency question is close-ended questions' unique situation because just the participants' subgroups to be applied. Obtaining the data which is in detail from the subgroup is the benefit of these questions. (Siniscalco & Auriat, 2005) In this research, the questionnaire involves two languages such as English and Bahasa Melayu to ensure that the respondents can clearly understand the questions. It consists of three sections which are Section A, Section B, and Section C. Section A will ask about demographic data such as the age, gender, marital status, place of origin, education level, employment status, and income level of the respondents. Section B and Section C will contain the questions related to the dependent variable and independent variables of this research. The independent variables are attractions, accessibility, amenities, complementary services, and entrance fees. The dependent variable is the senior tourism. The structure of questions in Section B mainly is closed questions such as multiple-choice questions, and dichotomous questions. Section C includes the scaled response questions. It consists of 5-point Likert scale like 1 is strongly disagree; 2 is disagree; 3 is neutral; 4 is agree; 5 is strongly agree.

3.4.2 Variables Measurements

It is crucial for an investigator to comprehend the variables' nature in research and how to quantify them. Depending on how complicated they are, measurement of variables either be complicated or simple. A researcher has a good understanding of the linked variables in his study project once he generates lists research questions or hypotheses. Knowing how the variables will be measured and what kind of data the researcher will gather about every relevant variable is equally crucial. The data might be ratio, interval, ordinal, or nominal. (Khalid, Abdullah & Kumar, 2012) A scale that differentiates the orderly structure in units at equal intervals in addition to arranging things, places, or people based on the scale in a certain order is known as interval scale. It did not involve natural zero. A scale that assembles places, people, or objects based on the size in certain order is called ordinal scale. For example, the 5-point Likert scale measurement is one of the ordinal scales such as strongly disagree, disagree, neutral, agree, and strongly agree. In a nominal scale, the numbers or letters allocated to places, people, or things serve merely to identify or categorise them. For example, gender such as male and female. Employment status also the nominal scale like self-employed, full-time employed, part-time employed, retired, and non-employed. A scale that retains entire attributes of nominal, ordinal, and interval scale is ratio scale. It has natural zero. For instance, the income level of the respondents. (Zikmund et al., 2009)

3.4.3 Questionnaire Reliability

The degree to which a measurement and procedure's results may be duplicated is referred to as reliability. Reliability is a range to which observation, test, questionnaire, or other measuring process yields the similar findings after several tries. It refers to how consistently scores are obtained across raters or across time. It only applies to scores, not to

individuals. Reliability may be determined by how closely they agreed on each contestant's score. The consistency of a person's replies on a survey remain unchanged over time is another indication of reliability. It is important to keep in mind that an absence of reliability may result from differences in the methods or tools used to measure the variable, or from instability in the variable itself. Questionnaire reliability typically implemented by utilizing pilot test. Internal consistency reliability, alternate-form reliability, and test-retest reliability are three main kinds of reliability. (Bolarinwa, 2015)

3.4.4 Questionnaire Validity

The level to which a measurement accurately reflects what it is meant to gauge is known as validity. Internal validity and external validity are the two categories of the validity tests. How well the study's measurements truly quantified the outcomes it was intended to evaluate is referred as internal validity. In contrast, external validity describes how well the research sample's measurements captured the characteristics of the reference population. In addition, validity is built-in error or systematics' quantity in questionnaire. Questionnaire validity can be founded by several ways such as utilizing a group of specialists who investigate theoretical structure and using field test survey. This type of validity examines the extent to which an operational measure captures the essence of a theoretical entity. This is known as representational or translational validity. Content validity and face validity are the subtypes of this validity's kind. A field test survey that looks at the extent to which a particular measure corresponds to one or more external criteria may be utilized to establish the questionnaire's validity. Such kinds might be constructing validity and criterion-related validity. (Bolarinwa, 2015)

3.4.5 Ethical Consideration

Researchers come naturally to humans. Because of this, everyone wants to conduct research to reach the true conclusion. Without the use of ethics in study, it is impossible to discover absolute facts and find solutions to universal problems. The most important and crucial subject matter in research is ethics. Every investigator is required to uphold ethics throughout the duration of a study. Research ethics establish standards for carrying out qualified investigation. Moreover, it trains and oversees investigators to make sure they adhere to a stringent code of ethics when doing investigation. Research ethics convey scientific ethical principles. The Principles of Research Ethics give an overview of the underlying principles and beliefs of the academic researchers. Research ethics sets standards for academic researchers' performance. The study respondents' rights and dignity can be protected by the ethical principles. To make sure that appropriate ethical guidelines are being observed, every people's research should be reviewed by the ethical committee. When the ethical consideration is absence, the research methodology will not be finished. The crucial components of study method are outcome truthfully, confidentiality, privacy, reporting data, and truthfulness. (Hasan et al., 2021) There has an ethical issue in this research which is anonymity. We do not require to know about the respondents' identities such as phone numbers and names.

3.4.6 Pilot Test

Ensuring the validity is attained, every study should include a pilot test. Pilot test is a study tool's pre-test version before carrying out the real investigation. (Teijlingen & Hundley, 2001) By identifying possible issues and regions that need instrument changes along with ways to add value and credibility to the study, this test aids in the early detection of any potential

errors. (Van Wijk & Harrison, 2013) Before the final full-scale research, it is a small-scale investigation performed. It assists the investigators in determining the most effective way to carry out the final research project by allowing them to evaluate in reality how likely the study procedure is to perform. In piloting research, an investigator might develop or revise question of the study, learn which approaches work best for pursuing it, and calculate the resources and time needed to finish the bigger research's final version. (Ismail et al., 2018)

3.5 Data Analysis Techniques

An iterative procedure of operating and explaining statistics to get meaning from them is known as data analysis. Answering study questions, testing hypotheses, or exploring meanings that can be obtained inductively from the information. (Mertens, 2017) The procedure of using logical or statistical methods in a systematic way to explain and show, summarise, and assess information is called data analysis. Several analytical processes offer a method of deriving inferences which are inductive from the information and differentiating the signal from the information's noise. (Shamoo & Resnik, 2003)

3.5.1 Quantitative Data Analysis

This research is quantitative research. The quantitative data analysis may be utilized for this study. It defines analysing data which is based on number or which able to be simply transformed into numbers with no missing meaning. For instance, the variables which based on category such as gender can be translated into numbers with no missing meaning. It always works with software, algorithms, or mathematical analysis instruments to handle

data. Besides, Statistical Package for the Social Science (SPSS) can be utilized by researchers for data analysis. SPSS get the data from any form of file and utilize it to produce tabulated reports, charts, trends' plots and carry out statistical analysis which is complex. By analysing the data with the use of SPSS, we should firstly gather the data of the questionnaire from the 204 respondents. The responses are included in the google form that created to make the questionnaire, we downloaded the results into the Excel. Each of the question must be answered by the respondents. The data which is not useful will be deleted. Then, we should require to key in the data into SPSS. We require to name the variables and code the data before key in them into SPSS. This is because entire data in SPSS should be in numerical data. We gave the number to every respondent because it can be indicated to the real questionnaire to examine the information of the respondents, put in more information, and re-order the information in SPSS. For instance, naming every respondent from number one to number two hundred and four. For the gender, assigning number one for female and number two for male. For the Likert scale measurement, we can assign number one to five which refer to the strongly disagree, disagree, neutral, agree, and strongly disagree. Examining the strength and direction of the connections between variables, we can create scatterplots in SPSS. There are positive correlation and negative correlation in the correlation analysis. Positive correlation means one variable's value increase, another variable's value increase, while negative correlation means one variable's value increase, another variable's value reduce. (Greasley, 2007)

3.5.2 Descriptive Statistics

Later, descriptive statistics involving distributions and frequencies were instituted for defining the respondents' demographic profile. The graphical and numerical methods utilized to organise, present, and analyse data are known as descriptive analysis. Depending on the level of measurement

utilized, a sample's variable can be described by using the form of descriptive statistics. There are several levels of measurement such ratio, interval, ordinal, and nominal. (Murray & Andrea, 2009) Descriptive statistics summarise the information about data. For instance, the amount of respondents who are female or male, or the average age of the respondents. Ordinal, interval or ratio, and nominal or categorical are the three different kinds of data that are significant for the analysing of statistics. Difference is made among the measurement's level is crucial because the analysis's kind that can operate on the questionnaire's data depends on the kind of data. The descriptive statistics can be produced by using the SPSS. We can gain the frequencies analysis in the form of SPSS pivot table. For instance, if we chose to analyse gender frequencies, we can obtain the frequency and percentage of the male and female from the table. (Greasley, 2007) There are 19 questions' data will be inserted to analyse, 7 out of 19 questions are the demographic data of the respondents.

3.5.3 Partial Least Squares (PLS) analysis

Partial Least Squares (PLS) regression has shown to be a highly common approach for multivariate data analysis, and its use in fields of research including chemometrics, machine learning, and bioinformatics are constantly rising. It is a supervised technique especially created to deal with the issue of producing accurate predictions in multivariate issues. (Tahir et al., 2012) PLS analysis is a multivariate statistical method which enables comparison between numerous explanatory variables and numerous response variables. When there is multicollinearity, missing values, or small sample, it was made to deal with multiple regression. Partial least squares attempt to forecast Y from X and illustrate the general structure of the two variables. The regression technique known as partial least squares enables the discovery of underlying components that are linear combination of X which is the explanatory variables that best predict the Y which is the

response variable. It optimum linear connections are calculated between underlying variables. It can be explained as the greatest set of expectations accessible for research given entire constraints. A model created using PLS regression should convert a collection of correlated explanatory variables into a new collection of uncorrelated variables. PLS regression's parameter coefficients are developed for direct correlation between the variables. Even with multicollinearity, PLS is predictive method that can hold many independent variables. PLS also provides graphical illustration of the connections between the variables. In the PLS's nomogram representation, it consists of arranging theoretical constructions, specified arrows, specified inner model, and directions. (Pirouz, 2006) SmartPLS software is used for this data analysis. For this research, senior tourism in Malaysia is the dependent variable. In order to understand the senior tourism in Malaysia, a questionnaire is carried out to question the seniors about the amenities, accessibilities, complementary services, entrance fee, and attractions. The respondents are questioned to rate on a scale on behalf of five independent variables, namely amenities (AM), accessibilities (AC), complementary services (CS), entrance fee (EF), and attractions (AT). The 5-point Likert Scale is utilized such as 1 is strongly disagree, 2 is disagree, 3 is neutral, 4 is agree, and 5 is strongly agree. For instance, EF1 represented agree on the free entrance fee is attractive when travelling, while EF2 represented agree on the discounted entrance fee is attractive when travelling. The variables should be code for easily to analyse the data. The data of the questionnaire that key in the Microsoft Excel and already code for the data and name the variables can import to the SmartPLS. After importing the data, SmartPLS is operated and formed the inner and outer model. The circles that performed are represented as the variables. Then, draw the arrows to link the variables. There are two kinds of numbers in the diagram of PLS-SEM. The number in the circle indicate the variable's variance is being justified by another variable's variance. The number in the arrow is known as path coefficients. They justified how strongly one variable affect another variable. The path coefficients' weight allows to sort their relative statistical significance. (Wong, 2013) After connecting the variables, it can calculate the result of PLS-SEM.

The data that can be obtained like factor loadings, multicollinearity statistic (VIF), Cronbach's Alpha, Composite Reliability, Construct Convergent Validity (AVE), discriminant validity, and effect size of independent variables. After obtaining these data, the constructs were evaluated in a five steps. First, loadings are estimated to ensure that the data do not fall below a threshold. Second, VIF was used to estimate the multicollinearity of the indicators. Third, internal consistency reliability was checked using Cronbach's Alpha and composite reliability. Fourth, AVE was obtained to estimate the convergent validity of the constructs. Fifth, the HTMT ratio was analysed to estimate the discriminant validity of the constructs. After evaluating the reliability and validity of the construct, examine the path coefficient to explore the effect size of the construct. Last, explain variance in ultimate outcome variable by using R-square or adjusted R-squared.

3.5.4 Diagnostic Analytics

After descriptive analysis of the provided data, diagnostic analytics is usually seen as the next logical step in data analysis. It is aimed to identify the causes and circumstances that contributed to the results of previous events and situations. It can be finished by the statistical software. When performing the diagnostic analytics, data analysts go deeply into the data to search trends, patterns, and unnoticed relationships between variables, frequently utilizing external and internal sources to obtain the required data. Other than finding unnoticed relationship and correlation between the variables, it may help to insulate patterns, identify causal connections, discover abnormalities, and alert to prospective issues when they occur. It is generally performed utilizing several techniques such as correlations, data mining, drill-down, and data discovery. Analysts recognize the sources of data that will assist them in interpreting the findings throughout the discovery phase. Drilling down contains concentrating the data on certain widget's aspect. Data mining is an automated procedure for extracting

information from a sizable quantity of unprocessed data. Additionally, discovering the data's consistent correlations might assist to locate exactly the investigation's scope. (Catherine, 2021)

CHAPTER 4: RESULTS AND DISCUSSION

4.0 Introduction

This research collected the quantitative data via the questionnaire. The data that gathered will be analysed by using the SPSS software and SmartPLS. In this chapter, the results of data analysis that conducted are shown. The data analysis tools used in this research are descriptive statistics, Partial Least Squares (PLS) analysis, and diagnostic test.

4.1 Descriptive Statistics

Yamane (1967) shown the formula for sample size which is $n = \frac{N}{1 + N(e)^2}$. Where n is the sample size, e is the precision level, and N is the population size. When substitute the value into the formula, $n = \frac{3500000}{[1 + 3500000(0.07)^2]}$. The result is 204. (Israel, 1992) The sample size which is targeted is 204 respondents. The number of respondents that gained is 244 people. Due to some respondents did not answer all questions, their result will be deleted for the purpose of better analyse the data. After the cleaning process, 204 responses are left, and we used that 204 respondents' data for data analysis. Making sure all the 204 responses are existed to avoid the missing value. All the 204 respondents are answered the questionnaires. The collected data will analyse by utilizing the SPSS software. The demographic information such as gender, age, marital status, state, education level, employment status and income will be analysed. The table below will show the result of descriptive statistics.

Table 4.1.1: *Demographic Profile of the Respondents*

| Demographic Variable | Frequency | Percentage | Demographic Variable | Frequency | Percentage |
|-----------------------------|------------------|-------------------|-----------------------------|------------------|-------------------|
| <u>Gender</u> | | | <u>Education</u> | | |
| Female | 122 | 59.8 | Primary | 28 | 13.7 |
| Male | 82 | 40.2 | Secondary | 136 | 66.7 |
| | | | Tertiary | 40 | 19.6 |
| <u>Age</u> | | | <u>Employment</u> | | |
| Above 61 years old | 204 | 100.0 | Part-time | 4 | 2.0 |
| | | | Full-time | 37 | 18.1 |
| | | | Self-employed | 19 | 9.3 |
| | | | Unemployed | 3 | 1.5 |
| | | | Retired | 141 | 69.1 |
| <u>Marital Status</u> | | | <u>Income</u> | | |
| Single | 12 | 5.9 | None | 140 | 68.6 |
| Married | 159 | 77.9 | Below RM1000 | 4 | 2.0 |
| Divorced | 20 | 9.8 | RM 1001-2000 | 4 | 2.0 |
| Widowed | 13 | 6.4 | RM 2001-3000 | 2 | 1.0 |
| | | | Above RM3000 | 54 | 26.5 |
| <u>State</u> | | | | | |
| Perak | 191 | 93.6 | | | |
| Johor | 1 | 0.5 | | | |
| Kedah | 1 | 0.5 | | | |
| Kelantan | 1 | 0.5 | | | |
| Malacca | 1 | 0.5 | | | |
| Negeri Sembilan | 1 | 0.5 | | | |
| Pahang | 1 | 0.5 | | | |

| | | | |
|------------|---|-----|--|
| Selangor | 1 | 0.5 | |
| Penang | 1 | 0.5 | |
| Perlis | 2 | 1.0 | |
| Sabah | 2 | 1.0 | |
| Sarawak | 1 | 0.5 | |
| Terengganu | | | |

Source: Develop for Research

In this research, 204 respondents' data are collected via questionnaires. The data that collected is inserted into the Microsoft Excel and then analysed the demographic information of the respondents by using the SPSS software. From the Table 4.1, it shown that the female is the majority to participate in the questionnaire, it is 59.8% which is 122 people. All the respondents are above 61 years old because the targeted people are the seniors. Majority of the respondents are married, and it is occupied 77.9% which is 159 people. We gained the data from 13 states of Malaysia. The result indicated that most of the respondents are came from Perak which is 93.6% and amounted to 191 out of 204 people. There is a highest percentage of respondent's education level is in secondary school which is 66.7% and amounted to 136 people. The Table 4.1.1 also shown that 69.1% of the respondents are retired which is amounted to 141 people. 68.6% of them which is 140 people did not have the income.

Table 4.1.2: *Descriptive Statistic*

| Variable | Description | Majority percentage of the respondents (N=204) |
|---|--|---|
| Frequency for travelling | Travel annually | 78.4 |
| Spending on travelling | RM 1001 and 2000 | 44.6 |
| The people that travelling with | Family and friends | 44.1 |
| The people that plan the travel | Family and friends | 44.6 |
| Duration of travelling | 4 to 6 days | 48.5 |
| Willingness to pay complementary services | Not willing to pay | 72.1 |
| Like free complementary services | Like free complementary services | 95.6 |
| Payable or free complementary services | Affect the decision to choose hotel | 98.0 |
| Preference for amenities | Hotel in-room and natural amenities | 33.8 |
| Range of entrance fee | Below RM 10 | 70.6 |
| Preference for attraction | Attraction of natural scenery, historical value, and cultural value | 25.0 |
| Preference for accessibility | Accessibility of public transportation, information, accommodation, and tourist attraction | 29.9 |

From the Table 4.1.2, it indicated that most of the respondents' frequency for travelling is annually. It is the highest percentage in travelling annually which is 78.4 % and amounted to 160 people. Most of them are willing to spend between RM 1001 and RM 2000, which is 44.6% (91 people). The majority are travelled

with family and friends which is 44.1 % (90 people). Mostly, the travel plan is made by family and friends which is 44.6% (91 people). The duration that 48.5% (99 people) of respondents chose for travelling is between 4 and 6 days. 72.1% (147 people) of them are not willing to pay for the complementary services. Then, almost all the people like free complementary services which is 95.6% (195 people). 98% (200 people) of them agreed that the payable or free complementary services will affect their decision to choose the hotel. Among the amenities, 33.8% (69 people) of the respondents preferred a lot for the hotel in-room amenities and the natural amenities. Other than that, the entrance fee that they willing to pay below RM 10 is 70.6% (144 people). 25% of them preferred the attraction of natural scenery, historical value, and cultural value, which is amounted to 51 people. 29.9% of the respondents which is amounted to 61 people considered all the accessibility such as accessibility of public transportation, information, accommodation, and tourist attraction when travelling.

4.2 Partial Least Squares (PLS) analysis

4.2.1 Measurement model

Measurement model is crucial for research. Research on the model's quality offers proof of how the measurement qualities were evaluated, assisting the investigator in selecting the most appropriate equipment to utilize. The two major measuring qualities are validity and reliability. The ability of a tool to quantify precisely what it suggests is referred to as validity. The capacity to reliably replicate an outcome in space and time is known as reliability. (Souza et al., 2017)

Factor Loadings

The degree that every single item in the correlation matrix correlates with a certain main component is shown by the factor loadings. The range of the factor loadings is between negative 1.0 and positive 1.0. The higher the absolute values, the greater the correlation between the item and primary component. (Pett et al., 2003) From the Table 4.2.1 below, it shown that all the factor loadings are between negative 1.0 and positive 1.0. It had to be at minimum 0.5 and ideally 0.7 for a satisfactory measuring indicator. (Attuquayefio et al., 2014) It has been deleted if it is lesser than 0.5. (Maiz et al., 2000) The results shown that all factor loadings are more than 0.5 and 0.7, but AC1 (0.681) and AT4 (0.675) only over 0.5. In this study, these two items will be removed because the AVE and reliability measures would have been reduced if they had not been removed.

Table 4.2.1: *Factor Loadings*

| | AC | AM | AT | CS | EF | ST |
|-----|-------|-------|-------|-------|-------|-------|
| AC1 | 0.681 | | | | | |
| AC2 | 0.872 | | | | | |
| AC3 | 0.779 | | | | | |
| AC4 | 0.782 | | | | | |
| AM1 | | 0.916 | | | | |
| AM2 | | 0.904 | | | | |
| AM3 | | 0.786 | | | | |
| AT1 | | | 0.719 | | | |
| AT2 | | | 0.799 | | | |
| AT3 | | | 0.87 | | | |
| AT4 | | | 0.675 | | | |
| CS1 | | | | 0.913 | | |
| CS2 | | | | 0.907 | | |
| EF1 | | | | | 0.789 | |
| EF2 | | | | | 0.774 | |
| ST1 | | | | | | 0.884 |
| ST2 | | | | | | 0.909 |
| ST3 | | | | | | 0.887 |

Source: Develop for Research

Indicator Multicollinearity

According to Fornell & Bookstein (1982), Variance Inflation Factor (VIF) can be utilized to measure multicollinearity in the indicators. Researchers can use VIF approach to identify relevant variables that may not show significant effects when considered together but show their true importance when considered separately (Guisan et al., 2002). Multicollinearity is a situation in which two or more explanatory variables in a multiple regression model are correlated with each other and also with the response variable. When the VIF is below 5, inhibitory variables should be allowed to appear in the regression model (Akinwande et al., 2015). Table 4.2.2 presents the VIF values for each indicator in the study, showing that the VIF for each indicator was below the recommended threshold.

Table 4.2.2: *Multicollinearity Statistics (VIF) for indicators*

| | VIF |
|-----|-------|
| AC2 | 1.888 |
| AC3 | 1.424 |
| AC4 | 1.572 |
| AM1 | 2.188 |
| AM2 | 2.119 |
| AM3 | 2.030 |
| AT1 | 1.502 |
| AT2 | 1.812 |
| AT3 | 1.629 |
| CS1 | 1.757 |
| CS2 | 1.757 |
| EF1 | 1.051 |
| EF2 | 1.051 |
| ST1 | 2.226 |
| ST2 | 2.646 |

4.2.2 Reliability Analysis

Specialists frequently conduct different tests with differing degrees of reliability. The repeatability or consistency of the measures is referred to reliability. (Bruton et al, 2000) The two techniques that utilize in common to establish the reliability are Cronbach's Alpha and Composite Reliability (CR). CR is frequently used in build reliability examinations as a measure of a structure's internal consistency. CR is more appropriate for PLS-SEM, which arranges indicators based on the reliability while estimating models, as it does not presume that all indicators are uniformly trustworthy, in contrast to Cronbach's Alpha. The Table 4.2.3 displayed the outcomes of the Composite Reliability and Cronbach's Alpha. The range of the Cronbach's alpha is between 0.362 and 0.873. The range of composite reliability is between 0.758 and 0.922. Greater than 0.70 is appropriate for the composite reliability. It is considered as satisfactory if it is between 0.70 and 0.90. Lacking reliability is happened when it is lower than 0.60. (Hair et al., 2011) However, if the reliability estimate is 0.95 or higher, then the measure may not be meaningful because it represents individual items that may be in essentially the same aspect of the measurement construct (Hair et al., 2022). All the results presented that the reliability is more than 0.70 and below 0.95 except the Cronbach's Alpha in entrance fee which is 0.362. This indicated that it is the items 'entrance fee' is not a reliable construct.

Table 4.2.3: *Construct Reliability Analysis*

| | Cronbach's alpha | Composite reliability (rho_c) |
|----|------------------|-------------------------------|
| AC | 0.756 | 0.859 |
| AM | 0.854 | 0.903 |
| AT | 0.778 | 0.866 |
| CS | 0.793 | 0.906 |
| EF | 0.362 | 0.758 |
| ST | 0.873 | 0.922 |

Source: Develop for Research

4.2.3 Construct Validity

The congruence between construct and the operational process to gauge or modify the construct is known as construct validity. Construct validation, a multi-step procedure for evaluating the sufficiency of measurements, includes construct validity as a key component. (Schwab, 1980) Statistically utilizing PLS-SEM, construct validity is established when there is convergent validity and discriminant validity.

Convergent Validity

The level to which two measurements adequately represent a common construct is known as convergent validity. Alternative indicators that have convergent validity that is less than perfect present uncertainties that prevent the formation of appropriate interpretations of data both across and within the research. (Carlson & Herdman, 2012) The Fornell-Larcker criterion for convergent validity, which needs the Average Variance Extracted (AVE) to be more than 0.50, was firstly assessed using a simulation. If the AVE is lower than 0.50, the convergent validity is insignificant. (Cheung & Wong, 2017) Based on the Table 4.2.4, all the AVE are more than 0.50. It means

the convergent validity is verified. Moreover, every construct's composite reliability is larger than 0.70. Thus, convergent validity is not a problem.

Table 4.2.4: *Construct Convergent Validity (AVE)*

| | Average variance extracted (AVE) |
|----|----------------------------------|
| AC | 0.671 |
| AM | 0.758 |
| AT | 0.684 |
| CS | 0.828 |
| EF | 0.610 |
| ST | 0.798 |

Source: Develop for Research

Discriminant Validity

If the absolute value of the correlation between two measures, after accounting for measurement error is lower enough, it may be said that the measures are assessing different constructs and have discriminant validity. (Rönkkö & Cho, 2022)

Fornell and Larcker Criterion

This approach contrasts the correlation of latent constructs with the average variance extracted (AVE)'s square root. Instead of the variance from other latent constructs, a latent construct should be able to better clarify the variation of its indicator. As a result, the correlations with another latent

constructs should be less than the square root of every construct's AVE. (Ab Hamid et al., 2017) In this research, a AVE's square root which shown in bold was observed more than the correlation with another constructs. Therefore, the discriminant validity is established.

Table 4.2.5: *Discriminant Validity- Fornell & Larcker Criterion*

| | AC | AM | AT | CS | EF | ST |
|----|--------------|--------------|--------------|---------------|--------------|--------------|
| AC | 0.819 | | | | | |
| AM | 0.053 | 0.871 | | | | |
| AT | 0.535 | 0.018 | 0.827 | | | |
| CS | 0.375 | 0.281 | 0.411 | 0.9105 | | |
| EF | 0.415 | 0.158 | 0.304 | 0.386 | 0.781 | |
| ST | 0.360 | 0.202 | 0.361 | 0.802 | 0.443 | 0.893 |

Source: Develop for Research

Cross Loadings

Cross loadings assist retrieve if an item belongs to certain construct loads heavily on its parental construct rather than other constructs in the research. The Table 4.2.6 below shown that the factor loadings of every item is greater on the core construct that they fit. Thus, the discriminant validity is achieved according to the cross loadings' calculation.

Table 4.2.6: *Discriminant Validity – Cross Loadings*

| | AC | AM | AT | CS | EF | ST |
|-----|--------------|--------------|--------------|--------------|-------|-------|
| AC2 | 0.885 | 0.048 | 0.480 | 0.367 | 0.397 | 0.322 |
| AC3 | 0.721 | 0.085 | 0.435 | 0.224 | 0.300 | 0.217 |
| AC4 | 0.843 | 0.013 | 0.411 | 0.312 | 0.321 | 0.329 |
| AM1 | 0.044 | 0.915 | -0.001 | 0.239 | 0.206 | 0.204 |
| AM2 | 0.061 | 0.904 | 0.038 | 0.271 | 0.105 | 0.193 |
| AM3 | 0.017 | 0.786 | 0.004 | 0.227 | 0.045 | 0.065 |
| AT1 | 0.432 | -0.129 | 0.743 | 0.297 | 0.229 | 0.208 |
| AT2 | 0.404 | 0.033 | 0.832 | 0.290 | 0.203 | 0.239 |
| AT3 | 0.487 | 0.080 | 0.898 | 0.405 | 0.302 | 0.394 |
| CS1 | 0.418 | 0.319 | 0.354 | 0.913 | 0.393 | 0.742 |

| | | | | | | |
|-----|-------|-------|-------|-------|-------|-------|
| CS2 | 0.261 | 0.190 | 0.394 | 0.907 | 0.307 | 0.719 |
| EF1 | 0.294 | 0.112 | 0.250 | 0.314 | 0.790 | 0.352 |
| EF2 | 0.356 | 0.136 | 0.226 | 0.288 | 0.773 | 0.340 |
| ST1 | 0.294 | 0.225 | 0.330 | 0.734 | 0.379 | 0.885 |
| ST2 | 0.352 | 0.170 | 0.329 | 0.720 | 0.374 | 0.909 |
| ST3 | 0.321 | 0.144 | 0.309 | 0.696 | 0.435 | 0.885 |

Source: Develop for Research

Heterotrait-Monotrait Ratio (HTMT)

The HTMT is one of a measure for discriminant validity and this ratio reflects the extent to which a construct better explains the variance of its own indicators compared to the variance of other constructs. Kline (2011) said that the threshold for the HTMT ratio is 0.85. Meanwhile, Gold et al. (2001) announced that the HTMT ratio should be 0.90. Table 7 presents the HTMT ratio result of this study. The HTMT ratios were below the critical values of 0.85 and 0.90 for almost all indicators, except for the construct of CS and ST. This problem occurs may due to the items in the construct are measuring the same thing.

Table 4.2.7: *Discriminant Validity – HTMT*

| | AC | AM | AT | CS | EF | ST |
|----|-------|-------|-------|-------|-------|----|
| AC | | | | | | |
| AM | 0.078 | | | | | |
| AT | 0.697 | 0.120 | | | | |
| CS | 0.472 | 0.338 | 0.506 | | | |
| EF | 0.792 | 0.243 | 0.553 | 0.718 | | |
| ST | 0.435 | 0.203 | 0.408 | 0.964 | 0.788 | |

Source: Develop for Research

4.2.4 Structural Model

The judgement of the hypothesized relationship to prove the proposed hypotheses is the afterwards step in structural equation modeling.

Table 4.2.8: *Effect Size for Independent Variables*

| | Coefficient | Standard deviation | T statistics | P values |
|----------|-------------|--------------------|--------------|----------|
| AC -> ST | 0.020 | 0.068 | 0.296 | 0.768 |
| AM -> ST | -0.033 | 0.076 | 0.435 | 0.663 |
| AT -> ST | -0.002 | 0.073 | 0.026 | 0.980 |
| CS -> ST | 0.746 | 0.073 | 10.285 | 0.000 |
| EF -> ST | 0.153 | 0.071 | 2.162 | 0.031 |

Source: Develop for Research

Hypotheses Testing

H1: There is a significant relationship between Attraction and Senior Tourism in Malaysia.

H1 evaluates whether Attraction has a significant impact on the senior tourism in Malaysia. The results revealed that AT has insignificant effect on ST ($\beta=0.073$, $t=0.026$, $p=0.980$) Thus H1 was not supported.

H2: There is a significant relationship between Accessibility and Senior Tourism in Malaysia.

H2 evaluates whether Accessibility has a significant impact on the senior tourism in Malaysia. The results revealed that AC has insignificant effect on ST ($\beta=0.068$, $t=0.296$, $p=0.768$) Thus H2 was not supported.

H3: There is a significant relationship between Amenities and Senior Tourism in Malaysia.

H3 evaluates whether Amenities has a significant impact on the senior tourism in Malaysia. The results revealed that AM has insignificant effect on ST ($\beta=0.076$, $t=0.435$, $p=0.663$) Thus H3 was not supported.

H4: There is a significant relationship between Complementary Services and Senior Tourism in Malaysia.

H4 evaluates whether Complementary Services has a significant impact on the senior tourism in Malaysia. The results revealed that CS has significant effect on ST ($\beta=0.073$, $t=10.285$, $p=0.000$) Thus H4 was supported.

H5: There is a significant relationship between Entrance Fee and Senior Tourism in Malaysia.

H5 evaluates whether Entrance Fee has a significant impact on the senior tourism in Malaysia. The results revealed that EF has significant effect on ST ($\beta=0.071$, $t=2.162$, $p=0.031$) Thus H5 was supported.

Table 4.2.9: *The Summary of the Confirmation of Current Hypothesis*

| Hypothesis Details | P-value | Result |
|--|----------------|---------------|
| H1: There is a significant relationship between Attraction and Senior Tourism in Malaysia. | 0.768 | Not Supported |
| H2: There is a significant relationship between Accessibility and Senior Tourism in Malaysia. | 0.663 | Not Supported |
| H3: There is a significant relationship between Amenities and Senior Tourism in Malaysia. | 0.980 | Not Supported |
| H4: There is a significant relationship between Complementary Services and Senior Tourism in Malaysia. | 0.000 | Supported |
| H5: There is a significant relationship between Entrance Fee and Senior Tourism in Malaysia. | 0.031 | Supported |

Source: Develop for Research

4.3.1 Construct Model

Through this figure 4.3, the variance in the ultimate outcome variable, ST senior tourism in Malaysia can be explained by R-squared. In other words, R-squared explains how well the model fits in terms of exploring the relationship between variables. R-squared values between 0 and 0.10 are considered weak, 0.11 to 0.30 is moderate, 0.30 to 0.50 is moderate, and more than 0.50 is strong explanatory power (Hair & Alamer, 2022). $R^2 = 0.666$ indicated that 66.6% change in ST senior tourism in Malaysia can be explained by dependent variables (AT, AC, AM, CS and EF). This R-squared value indicate that the model has a strong explainory power in

showing the relationships between senior tourism in Malaysia and independent variables (Attractions, Accessibilities, Amenities, Complementary Services and Entrance Fee).

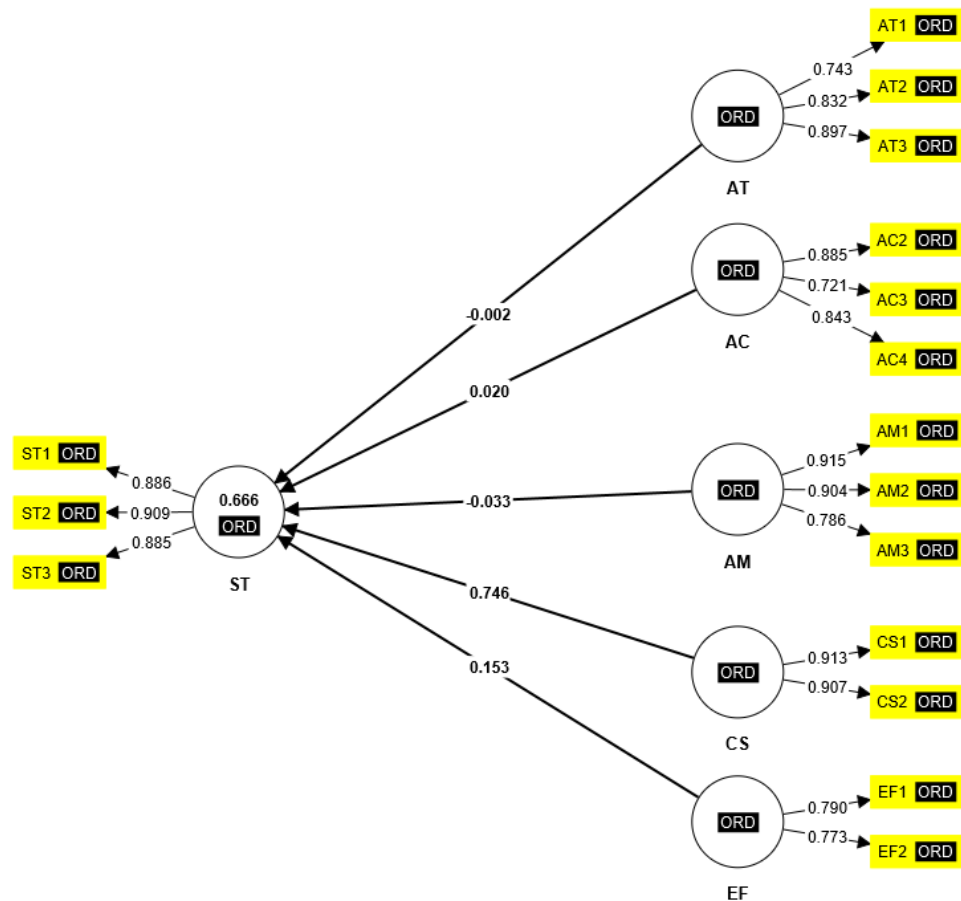


Figure 4.3: The Construct Model.

4.4 Diagnostic Test

Table 4.2.10 conclude the reliability test, validity test and normality test of the construct. All variables reliability were greater than 0.70 except the entrance fee. All variables are valid since no one fall below 0.5. However, there is only 2 independent variables have significance effect on dependent variable, which are complementary services ($p < 0.05$) and entrance fee ($p < 0.05$). Another 3 independent variables have no effects on dependent variable since its p-value is above 0.05.

Table 4.2.10: *Diagnostic Test*

| Variables | Reliability Test | Validity Test | Normality Test | | No. of items |
|------------------------|------------------|---------------|----------------|---------|--------------|
| | Cronbach's alpha | AVE | T-statistics | P-value | |
| Accessibilities | 0.756 | 0.671 | 0.296 | 0.768 | 3 |
| Amenities | 0.854 | 0.758 | 0.435 | 0.663 | 3 |
| Attractions | 0.778 | 0.684 | 0.026 | 0.98 | 3 |
| Complementary Services | 0.793 | 0.828 | 10.285 | 0 | 2 |
| Entrance Fee | 0.362 | 0.61 | 2.162 | 0.031 | 2 |
| Senior Tourism | 0.873 | 0.798 | | | 3 |

Source: Develop for Research

4.5 Conclusion

The conclusion for this chapter is where Complimentary Services and Entrance Fee have direct and indirect influence on the Senior Tourism in Malaysia. The remaining independent variables Attractions, Accessibilities and Amenities do not have direct nor indirect influence on the dependent variable

CHAPTER 5: DISCUSSION, CONCLUSION & IMPLICATIONS

5.1 Discussion on Findings Obtained

From table 4.4.9, two out of five hypotheses are supported (H4 & H5), while three hypotheses are not supported (H1, H2 & H3). This implies that Complementary Services and Entrance Fee have effects on Senior Tourism in Malaysia, both direct and indirect. On the other hand, Attractions, Accessibilities and Amenities have no direct and indirect effects on Senior Tourism in Malaysia.

H4, the hypothesis between complementary services and senior tourism in Malaysia, is supported because its p-value is less than 0.05. The complementary services have significant relationship with senior tourism in Malaysia. A senior tourist's excellent experience is ensured by complementary services that provided by interest parties. This included safety and security services, and trip plans' quality. The continued growth and marketing capabilities for seniors can be obtained from the availability and diversify of tourism infrastructure and complementary services. Complementary services act as supporting elements that enhance the allure of travel locations which are friendly for seniors. (Lee & King, 2019) According to Yang (2012), the hotel industry attempts to form partnerships with another travel agencies or travel companies to provide alluring plans based on a variety of additional environment and cultural programmes, knowing of how significant the complementary services are for senior tourists. It is assumed that their selection of lodging will be influenced by the complementary recreational option offered at that location.

H5, the hypothesis between entrance fee and senior tourism in Malaysia, is supported as its p-value is lower than 0.05 which is 0.031. The entrance fee has significant relationship with senior tourism in Malaysia. Offering discounts for

seniors will assist the growth and encourage the tourism for many aspects such as entrance, hotel, and transportation fee. (Caraba, 2011) The results of a study showed that there is a positive impact on willing to pay when continuing the policy on entrance fees to advantage the senior tourists. (Pricila et al., 2018) The seniors are willing to pay the entrance fee in the travel destination when it is free of charge or discounted.

H1, H2, and H3 are not supported as its p-value is more than 0.05 which are 0.768, 0.663, and 0.980 respectively. The attraction, accessibility, and amenities have insignificant relationship with senior tourism in Malaysia. This may be due to the physical capabilities like health issues. For example, some of the seniors who have health troubles or limitations did not like the attraction especially the mountain that require them to walk a long distance and waste their energy. This also because of the unimpressiveness attraction. The travel locations should offer tour guide who is informative to improve expressive signs for tourists. Then, the accessibility will be insignificant with senior tourism may be because of the condition and time of travelling. The traveling such as transfer frequently, involve in vehicles which are crowded, and traverse difficult or dangerous roads are not suitable for senior tourists. The accessibility of public transportation will influence the seniors because the route of the public transportation is complicated to understand. Other than that, the amenities have the insignificant effect on senior tourism may be because there is limited number of locations offer amenities like toilets and parking places for the seniors or disables, handrails, ramps, and bearing rails. Some travel destinations have the amenities which is poor, including dangerous ramps to the property. (Sangkakorn et al., 2012)

5.2 Implication of Study

Malaysia requires to identify and know the senior tourists' favourites and requirements to let itself becomes the first selection of destination for senior tourists

in the worldwide. It is significant for the government participants and businesses pay attention to the senior tourists who are the targeted marketplace. This research tried to focus on the senior tourists' requirements and tastes while choosing the trip location. This research also evaluated how seniors perceived the value and effectiveness of attributes which is suitable for seniors in the tourism locations of Malaysia. This study offers implications for investigation and society which are advantageous variety of parties involved.

5.2.1 Destination Attractiveness Literature

By including Malaysia's senior tourism industry into the literature on location appeal, this investigation provides contribution to the literature. Knowing seniors' perspectives, requirements, and tastes regarding travel locations is essential given the significant demographic change towards an elderly society. The investigation guides future changes in tourism locations, with an emphasis on the elderly tourists, by assessing the performance of features which is friendly for seniors from their viewpoint. This study can let the people clearly understand the factors influencing the senior tourism in Malaysia. For example, attractions, accessibility, amenities, complementary services, and entrance fee affect the senior tourism in Malaysia.

Our study proved the significance of complementary services in influencing senior tourism in Malaysia. Therefore, hotels can target the senior tourist by offering more complementary services. For example, the hotel can provide spa or massage services, luggage transportation services and private transportation services. Our study also shown that there is significant relationship between entrance fee and senior tourism in Malaysia. The businesses or the government can provide the free or discounted entrance fee for the seniors to attract them for travelling. For instance, the free ticket can be offered for the seniors in the travel destination. The senior tourists in the destination will increase when the entrance fee is free. They can also offer the discounts for the seniors such as at least 50% off for the transportation fee,

accommodation fee or the meals. When the fee for travelling in a place is cheap, it will affect the senior tourism by attracting large number of seniors to travel in those places. Our study indicated that the amenities, accessibility, and attractions are not have significant relationship in affecting the senior tourism in Malaysia. The businesses should not pay too much attention in these perspectives. Instead, put more effort in the aspect of complementary services and entrance fee.

5.2.2 Theoretical Implication

In past researches, the authenticity of Theory of Generation has been proven in several areas, including in area of senior. By following the theory of generation, there is a generation gap between seniors. We apply this theory in the survey collecting process. We only surveyed people under the age of 75 to ensure that we were collecting data on the newest generation of seniors. This provides insight into the factors that influence the decision-making process of the new generation of senior when evaluating destinations.

Besides, we use the SmartPLS model to explore the relationship between independent variables (Accessibilities, Attractions, Amenities, Complementary services and Entrance Fee) and dependent variable (Senior Tourism in Malaysia). The SmartPLS model can serve as a basis for future researchers to explore more factors influencing senior tourism in Malaysia and/or deepen their research on senior tourism profiles.

5.3 Limitation of Study

Despite the contribution of this study, its nature and scope mean that it is not without limitations. The first limitation of this study is the respondents may not have

disclosed their actual feelings and thoughts about the destination. One issue related to this limitation is that respondents' travel preferences may vary considerably. This dishonesty can lead to skewed result and less reliable data.

Second limitation is absence of respondents. Since our target respondents are people over 60 years old, it is difficult to find respondents through the Internet. Other than that, people resistance to communicate with strangers after the outbreaks of COVID-19, especially elder people. Therefore, it took a long time to collect the data, and because the questionnaire was administered online, it may have been difficult for respondents to grasp the meaning of some of the questions.

A third limitation is that seniors may measure perceptions of these attributes based on destination performance. Some people may rate attributes based on their past experience at a particular destination. For example, an elderly person may give a tourist attraction 5 stars because he/she is satisfied with the destination he/she has visited. Hence, problem of overestimated may occurs.

5.4 Recommendation for Future Researcher

The first limitation can be addressed by administering the questionnaire face-to-face. In this way, the researcher can explain the questions to the respondents and monitor the pattern of their responses. Thus, researchers will obtain reliable data.

The second limitation can be overcome by including a more diverse sample that is representative of the larger group of older interviewers and may include future older adults. Some studies supported the preferences of senior and future senior are similar. Hence, the problem of absence of respondents could be solved.

In order to overcome the third limitation, future researchers should explore the potential impact of personal factors on the travel decisions of senior tourist. For example, future researchers can study about the personal factors such as life styles, health status, travel behavior and family situation.

5.5 Conclusion

This research's principal aim is investigating the factors affect the senior tourism in Malaysia. The final outcomes of this research shown that 2 out of 5 independent variables such as entrance fee and complementary services are supported and have significant relationship with the senior tourism in Malaysia. Moreover, the accessibility, amenities, and attractions have insignificant relationship with the senior tourism in Malaysia because its p-value is greater than 0.05. One of the possible reasons for this phenomenon is the sample size of this study, which is as large as 204. Large sample size allows hypothesis testing to detect small effects (Dahiru, 2008). The other possible reason lead to insignificant relationship between these three independent variables and senior tourism in Malaysia is the lack of senior-friendly facilities such as senior toilets or parking places at the tourist attractions (Sangkakorn et al., 2012). Our research has provided appropriate data and materials for future researchers to have further understanding connected to the factors affect the senior tourism in Malaysia.

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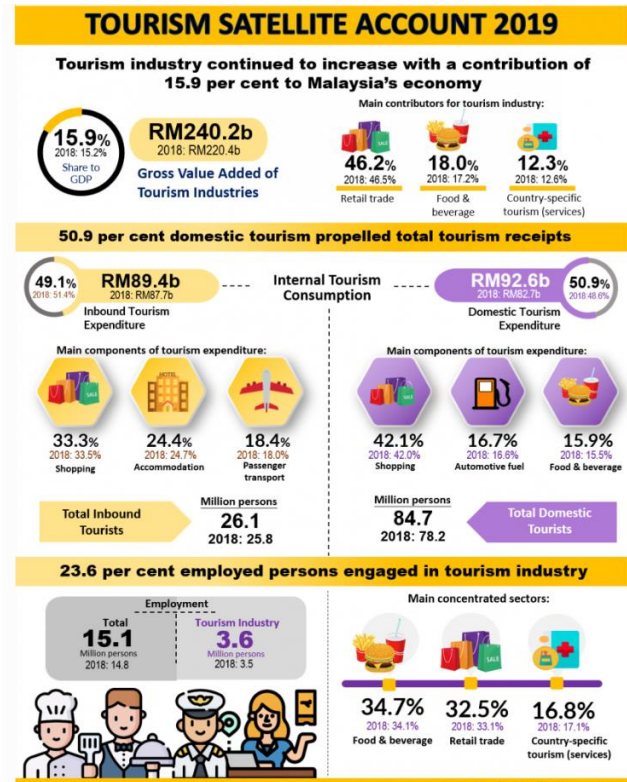
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APPENDICES



Appendix 1.1: Domestic Tourism Survey 2020. Adapted from Department of Statistic Malaysia. (2020).



Appendix 1.2: Tourism Satellite Account 2019. Adapted from Department of Statistic Malaysia. (2020).

Frequency Table

| | | GENDER | | | |
|-------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 122 | 59.8 | 59.8 | 59.8 |
| | 2 | 82 | 40.2 | 40.2 | 100.0 |
| | Total | 204 | 100.0 | 100.0 | |

| | | AGE | | | |
|-------|---|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4 | 204 | 100.0 | 100.0 | 100.0 |

| | | MARITALSTATUS | | | |
|-------|-------|---------------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 12 | 5.9 | 5.9 | 5.9 |
| | 2 | 159 | 77.9 | 77.9 | 83.8 |
| | 3 | 20 | 9.8 | 9.8 | 93.6 |
| | 4 | 13 | 6.4 | 6.4 | 100.0 |
| | Total | 204 | 100.0 | 100.0 | |

| STATE | | | | | |
|--------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 191 | 93.6 | 93.6 | 93.6 |
| | 2 | 1 | .5 | .5 | 94.1 |
| | 3 | 1 | .5 | .5 | 94.6 |
| | 4 | 1 | .5 | .5 | 95.1 |
| | 5 | 1 | .5 | .5 | 95.6 |
| | 6 | 1 | .5 | .5 | 96.1 |
| | 7 | 1 | .5 | .5 | 96.6 |
| | 8 | 1 | .5 | .5 | 97.1 |
| | 9 | 1 | .5 | .5 | 97.5 |
| | 11 | 2 | 1.0 | 1.0 | 98.5 |
| | 12 | 2 | 1.0 | 1.0 | 99.5 |
| | 13 | 1 | .5 | .5 | 100.0 |
| | Total | | 204 | 100.0 | 100.0 |

| EDUCA | | | | | |
|--------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 28 | 13.7 | 13.7 | 13.7 |
| | 3 | 136 | 66.7 | 66.7 | 80.4 |
| | 4 | 40 | 19.6 | 19.6 | 100.0 |
| | Total | 204 | 100.0 | 100.0 | |

| EMPLOYMENT | | | | | |
|-------------------|---|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 4 | 2.0 | 2.0 | 2.0 |
| | 2 | 37 | 18.1 | 18.1 | 20.1 |
| | 3 | 19 | 9.3 | 9.3 | 29.4 |
| | 4 | 3 | 1.5 | 1.5 | 30.9 |
| | 5 | 141 | 69.1 | 69.1 | 100.0 |
| Total | | 204 | 100.0 | 100.0 | |

| INCOME | | | | | |
|---------------|---|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 140 | 68.6 | 68.6 | 68.6 |
| | 2 | 4 | 2.0 | 2.0 | 70.6 |
| | 3 | 4 | 2.0 | 2.0 | 72.5 |
| | 4 | 2 | 1.0 | 1.0 | 73.5 |
| | 5 | 54 | 26.5 | 26.5 | 100.0 |
| Total | | 204 | 100.0 | 100.0 | |

| FREQUENCY | | | | | |
|------------------|---|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 4 | 2.0 | 2.0 | 2.0 |
| | 2 | 36 | 17.6 | 17.6 | 19.6 |
| | 3 | 160 | 78.4 | 78.4 | 98.0 |
| | 4 | 4 | 2.0 | 2.0 | 100.0 |
| Total | | 204 | 100.0 | 100.0 | |

| SPENDING | | | | | |
|-----------------|---|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 55 | 27.0 | 27.0 | 27.0 |
| | 2 | 91 | 44.6 | 44.6 | 71.6 |
| | 3 | 42 | 20.6 | 20.6 | 92.2 |
| | 4 | 16 | 7.8 | 7.8 | 100.0 |
| Total | | 204 | 100.0 | 100.0 | |

| TRAVELLINGWITH | | | | | |
|-----------------------|---|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 50 | 24.5 | 24.5 | 24.5 |
| | 2 | 26 | 12.7 | 12.7 | 37.3 |
| | 3 | 8 | 3.9 | 3.9 | 41.2 |
| | 4 | 90 | 44.1 | 44.1 | 85.3 |
| | 5 | 2 | 1.0 | 1.0 | 86.3 |
| | 6 | 3 | 1.5 | 1.5 | 87.7 |
| | 7 | 25 | 12.3 | 12.3 | 100.0 |
| Total | | 204 | 100.0 | 100.0 | |

PLANNINGPERSON

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 65 | 31.9 | 31.9 | 31.9 |
| | 2 | 48 | 23.5 | 23.5 | 55.4 |
| | 3 | 91 | 44.6 | 44.6 | 100.0 |
| | Total | 204 | 100.0 | 100.0 | |

DURATIONS

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 38 | 18.6 | 18.6 | 18.6 |
| | 2 | 99 | 48.5 | 48.5 | 67.2 |
| | 3 | 57 | 27.9 | 27.9 | 95.1 |
| | 4 | 10 | 4.9 | 4.9 | 100.0 |
| | Total | 204 | 100.0 | 100.0 | |

WILLINGNESSTOPAYCS

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 0 | 147 | 72.1 | 72.1 | 72.1 |
| | 1 | 57 | 27.9 | 27.9 | 100.0 |
| | Total | 204 | 100.0 | 100.0 | |

SATISFACTIONTOFREEC

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 0 | 9 | 4.4 | 4.4 | 4.4 |
| | 1 | 195 | 95.6 | 95.6 | 100.0 |
| | Total | 204 | 100.0 | 100.0 | |

PREFEREDACCESSIBILITY

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----|-----------|---------|---------------|--------------------|
| Valid | 1 | 13 | 6.4 | 6.4 | 6.4 |
| | 2 | 5 | 2.5 | 2.5 | 8.8 |
| | 3 | 4 | 2.0 | 2.0 | 10.8 |
| | 4 | 19 | 9.3 | 9.3 | 20.1 |
| | 5 | 14 | 6.9 | 6.9 | 27.0 |
| | 6 | 3 | 1.5 | 1.5 | 28.4 |
| | 7 | 26 | 12.7 | 12.7 | 41.2 |
| | 8 | 7 | 3.4 | 3.4 | 44.6 |
| | 9 | 4 | 2.0 | 2.0 | 46.6 |
| | 10 | 22 | 10.8 | 10.8 | 57.4 |
| | 11 | 5 | 2.5 | 2.5 | 59.8 |
| | 12 | 5 | 2.5 | 2.5 | 62.3 |
| | 13 | 11 | 5.4 | 5.4 | 67.6 |
| | 14 | 5 | 2.5 | 2.5 | 70.1 |
| | 15 | 61 | 29.9 | 29.9 | 100.0 |
| Total | 204 | 100.0 | 100.0 | | |

PREFEREDATTRACTION

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 35 | 17.2 | 17.2 | 17.2 |
| | 2 | 15 | 7.4 | 7.4 | 24.5 |
| | 3 | 5 | 2.5 | 2.5 | 27.0 |
| | 4 | 3 | 1.5 | 1.5 | 28.4 |
| | 5 | 22 | 10.8 | 10.8 | 39.2 |
| | 6 | 14 | 6.9 | 6.9 | 46.1 |
| | 7 | 3 | 1.5 | 1.5 | 47.5 |
| | 8 | 19 | 9.3 | 9.3 | 56.9 |
| | 10 | 2 | 1.0 | 1.0 | 57.8 |
| | 11 | 51 | 25.0 | 25.0 | 82.8 |
| | 12 | 1 | .5 | .5 | 83.3 |
| | 13 | 3 | 1.5 | 1.5 | 84.8 |
| | 15 | 31 | 15.2 | 15.2 | 100.0 |
| | Total | 204 | 100.0 | 100.0 | |

WILLCSAFFECTDECISIONTOCHOOSEHOTEL

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 0 | 4 | 2.0 | 2.0 | 2.0 |
| | 1 | 200 | 98.0 | 98.0 | 100.0 |
| | Total | 204 | 100.0 | 100.0 | |

PREFEREDAMENITIES

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 18 | 8.8 | 8.8 | 8.8 |
| | 2 | 39 | 19.1 | 19.1 | 27.9 |
| | 3 | 10 | 4.9 | 4.9 | 32.8 |
| | 4 | 69 | 33.8 | 33.8 | 66.7 |
| | 5 | 2 | 1.0 | 1.0 | 67.6 |
| | 6 | 2 | 1.0 | 1.0 | 68.6 |
| | 7 | 64 | 31.4 | 31.4 | 100.0 |
| | Total | 204 | 100.0 | 100.0 | |

PREFEREDENTRACEFEE

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 144 | 70.6 | 70.6 | 70.6 |
| | 2 | 40 | 19.6 | 19.6 | 90.2 |
| | 3 | 15 | 7.4 | 7.4 | 97.5 |
| | 4 | 5 | 2.5 | 2.5 | 100.0 |
| | Total | 204 | 100.0 | 100.0 | |

Appendix 4.1: Descriptive Statistics. Develop for Research.

PERSONAL DATA PROTECTION NOTICE

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.

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:

- a) Name
- b) Identity card
- c) Place of Birth
- d) Address
- e) Education History
- f) Employment History
- g) Medical History
- h) Blood type
- i) Race
- j) Religion
- k) Photo
- l) Personal Information and Associated Research Data

2. The purposes for which your personal data may be used are inclusive but not limited to:

- a) For assessment of any application to UTAR
- b) For processing any benefits and services
- c) For communication purposes
- d) For advertorial and news
- e) For general administration and record purposes
- f) For enhancing the value of education
- g) For educational and related purposes consequential to UTAR
- h) For replying any responds to complaints and enquiries
- i) For the purpose of our corporate governance
- j) For the purposes of conducting research/ collaboration

3. 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.

4. 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.

5. 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:

6. By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.

7. 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.

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

Acknowledgment of Notice

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

I disagree, my personal data will not be processed.

.....
Name:
Date:

Questionnaire

Factors Influence Senior Tourism in Malaysia

Good day, everyone. We are students from Bachelor of Economics (Honours) Financial Economics in Universiti Tunku Abdul Rahman. We are here to invite you to participate in this research by completing the following questionnaire. The purpose of this research is to investigate the Factors Influence Senior Tourism in Malaysia. It will take approximately 5 minutes to complete this questionnaire. Thank you very much for your time and support.

Section A

Please label your answer. (Sila labelkan jawapan anda.)

- 1) What is your gender? (Apakah jantina anda?):
 Male (Lelaki) Female (Perempuan)

- 2) What is your age? (Apakah umur anda?):
 Below 20 years old (Berumur bawah 20 tahun)
 21-40 years old (Berumur 21-40 tahun)
 41-60 years old (Berumur 41-60 tahun)
 Above 61 years old (Berumur 61 tahun dan ke atas)

- 3) What is your marital status? (Apakah status perkahwinan anda?)
 Single (Bujang) Married (Bernikah)
 Divorced (Bercerai) Widowed (Janda)

- 4) Which state are you from? (Anda berasal dari negeri mana?)
 Perak Selangor
 Johor Penang
 Kedah Perlis
 Kelantan Sabah
 Malacca Sarawak
 Negeri Sembilan Terengganu
 Pahang

- 5) What is your education level? (Apakah tahap Pendidikan anda?)
 No schooling (Tiada persekolahan)

- Primary (Rendah)
- Secondary (Menengah)
- Tertiary (Tertiari)

6) What is your employment status? (Apakah status pekerjaan anda?)

- Part-time employed (Bekerja sambilan)
- Full-time employed (Bekerja sepenuh masa)
- Self-employed (Bekerja sendiri)
- Unemployed (Tiada bekerja)
- Retired (Bersara)

7) What is your monthly income level? (Berapakah tahap pendapatan bulanan anda?)

- None (Tiada)
- Below RM 1000 (Bawah RM 1000)
- RM 1001- RM 2000
- RM 2001- RM 3000
- Above RM 3000 (Atas RM 3000)

Section B

1) How frequently do you travel? (Berapa kerap anda melancong?)

- Weekly (Setiap minggu) Monthly (Setiap bulan)
- Annually (Setiap tahun) Not at all (Langsung tak melancong)

2) How much money are you willing to spend on travelling?
(Berapa wang anda sudi belanja untuk melancong?)

- Below RM 1000 (Bawah RM 1000)
- RM 1001- RM 2000
- RM 2001- RM 3000
- Above RM 3000 (Atas RM 3000)

3) Whom are you travelling with? Can choose more than 1 answer.

(Siapakah yang melancong dengan anda? Boleh pilih lebih daripada satu jawapan.)

- Family (Keluarga)
 - Friends (Kawan-kawan)
 - Travelling alone (Melancong sendirian)
 - Other (Lain-lain):
- 4) Who made your travel plan? (Siapakah yang membuat rancangan pelancongan anda?)
- Travel Agency (Agensi pelancongan)
 - Self-made (Buat sendiri)
 - Made by family or friends (Buat daripada keluarga atau kawan-kawan)
- 5) What is the duration for your travelling? (Berapakah tempoh pelancongan anda?)
- 1-3 days (1-3 hari)
 - 4-6 days (4-6 hari)
 - 7-9 days (7-9 hari)
 - More than 9 days (Lebih daripada 9 hari)
- 6) Are you willing to pay for the complementary services?
(Adakah anda sanggup membayar untuk perkhidmatan pelengkap?)
- Yes (Ya)
 - No (Tidak)
- 7) Do you like free complementary services?
(Adakah anda suka perkhidmatan pelengkap percuma?)
- Yes (Ya)
 - No (Tidak)
- 8) Will the payable or free complementary services affect your decision to choose the hotel? (Adakah perkhidmatan pelengkap yang perlu dibayar atau percuma akan menjejaskan keputusan anda untuk memilih hotel?)
- Yes (Ya)
 - No (Tidak)

- 9) Which amenities do you prefer a lot for your travelling? Can choose more than 1 answer. (Manakah kemudahan yang anda lebih sukai untuk pelancongan anda? Boleh pilih lebih daripada satu jawapan)
- Hotel in-room amenities (Kemudahan dalam bilik hotel)
 - Natural amenities (Kemudahan semula jadi)
 - Recreational amenities (Kemudahan rekreasi)
- 10) What is the range of entrance fee will you willing to pay? (Berapakah julat bayaran masuk yang anda sanggup bayar?)
- Below RM 10 (Bawah RM 10)
 - RM 11- RM 20
 - RM 21- RM 30
 - RM 30 and above (RM 30 dan atas)
- 11) Which attraction do you prefer a lot? Can choose more than 1 answer. (Manakah daya tarikan yang anda lebih sukai? Boleh pilih lebih daripada satu jawapan)
- Natural scenery (Pemandangan alam)
 - Historical value (Nilai sejarah)
 - Cultural value (Nilai budaya)
 - Recreational Opportunities (Peluang Rekreasi)
- 12) Which accessibility do you consider a lot when you travel? Can choose more than 1 answer. (Manakah kebolehcapaian yang anda pertimbangkan apabila anada melancong? Boleh pilih lebih daripada satu jawapan)
- Accessibility of public transportation (Kebolehcapaian pengangkutan awam)
 - Accessibility of information (Kebolehcapaian maklumat)
 - Accessibility of accommodation (Kebolehcapaian penginapan)
 - Accessibility of tourist attraction (Kebolehcapaian tarikan pelancong)

Please complete the following regard to the above enquiry, by circling the best answer based on a scale 1 to 5.

Sila bulatkan jawapan terbaik berdasarkan skala 1 hingga 5.

[(1) = Strongly Disagree; (2) = Disagree; (3) = Neutral; (4) = Agree; (5) = Strongly

Agree]

[(1) = Sangat Tidak Setuju; (2) = Tidak Setuju; (3) = Berkecuali; (4) = Setuju; (5) =Sangat Setuju]

| No. | Question (Soalan) | Strongly Disagree (Sangat Tidak Setuju) | Disagree (Tidak Setuju) | Neutral (Berkecuali) | Agree (Setuju) | Strongly Agree (Sangat Setuju) |
|-----|--|---|-------------------------|----------------------|----------------|--------------------------------|
| 1 | I think attraction is important when travelling. (Saya fikir tarikan adalah penting semasa melancong.) | 1 | 2 | 3 | 4 | 5 |
| 2 | I think accessibility is important when travelling. (Saya fikir kebolehcapaian adalah penting semasa melancong.) | 1 | 2 | 3 | 4 | 5 |
| 3 | I think amenities is important when travelling. (Saya fikir kemudahan adalah penting semasa melancong.) | 1 | 2 | 3 | 4 | 5 |
| 4 | I think complementary service is important when travelling. (Saya fikir perkhidmatan pelengkap adalah penting semasa melancong.) | 1 | 2 | 3 | 4 | 5 |
| 5 | I think entrance fee is important when travelling. (Saya fikir bayaran masuk adalah penting semasa melancong.) | 1 | 2 | 3 | 4 | 5 |

Please complete the following regard to the above enquiry, by circling the best answer based on a scale 1 to 5.

Sila bulatkan jawapan terbaik berdasarkan skala 1 hingga 5.

| Question (Soalan) | Strongly Disagree (Sangat Tidak Setuju) | Disagree (Tidak Setuju) | Neutral (Berkecuali) | Agree (Setuju) | Strongly Agree (Sangat Setuju) |
|--|---|-------------------------|----------------------|----------------|--------------------------------|
| <p>Senior tourism (Pelancongan senior)</p> <p>Do you agree that travelling is a good activity after retirement? (Adakah anda bersetuju bahawa melancong adalah aktiviti yang baik selepas bersara?)</p> | 1 | 2 | 3 | 4 | 5 |
| <p>Do you agree that travelling is your hobby after retirement? (Adakah anda bersetuju bahawa melancong adalah hobi anda selepas bersara?)</p> | 1 | 2 | 3 | 4 | 5 |
| <p>Do you agree that age is not a obstacle to travel? (Adakah anda bersetuju bahawa usia bukan halangan untuk mengembara?)</p> | 1 | 2 | 3 | 4 | 5 |
| <p>Attractions (Daya Tarikan)</p> <p>For my tourism, I think the destination with natural scenery is attractive. (Untuk pelancongan saya, saya rasa destinasi yang mempunyai pemandangan semula jadi adalah menarik.)</p> | 1 | 2 | 3 | 4 | 5 |

| | | | | | |
|---|---|---|---|---|---|
| For my tourism, I think the destination with historical value is attractive. (Untuk pelancongan saya, saya rasa destinasi yang mempunyai nilai sejarah adalah menarik.) | 1 | 2 | 3 | 4 | 5 |
| For my tourism, I think the destination with cultural value is attractive. (Untuk pelancongan saya, saya rasa destinasi yang mempunyai nilai budaya adalah menarik.) | 1 | 2 | 3 | 4 | 5 |
| For my tourism, I think the destination with recreational opportunities is attractive. (Untuk pelancongan saya, saya rasa destinasi yang mempunyai peluang rekreasi adalah menarik.) | 1 | 2 | 3 | 4 | 5 |
| <u>Accessibility</u> <u>(Kebolehcapaian)</u> For my tourism, I think the Accessibility of public transportation is attractive. (Untuk pelancongan saya, saya rasa Kebolehcapaian pengangkutan awam adalah menarik.) | 1 | 2 | 3 | 4 | 5 |
| For my tourism, I think the Accessibility of information is attractive. (Untuk pelancongan saya, saya rasa Kebolehcapaian maklumat adalah menarik.) | 1 | 2 | 3 | 4 | 5 |
| For my tourism, I think the Accessibility of accomodation is attractive. (Untuk pelancongan saya, saya | 1 | 2 | 3 | 4 | 5 |

| | | | | | |
|--|---|---|---|---|---|
| rasa Kebolehcapaian penginapan adalah menarik.) | | | | | |
| For my tourism, I think the Accessibility of tourist attraction is attractive. (Untuk pelancongan saya, saya rasa Kebolehcapaian tarikan pelancong adalah menarik.) | 1 | 2 | 3 | 4 | 5 |
| Amenities (Kemudahan) For my tourism, I think the Hotel in-room amenities is attractive. (Untuk pelancongan saya, saya rasa Kemudahan dalam bilik hotel adalah menarik.) | 1 | 2 | 3 | 4 | 5 |
| For my tourism, I think the Natural amenities is attractive. (Untuk pelancongan saya, saya rasa Kemudahan semula jadi adalah menarik.) | 1 | 2 | 3 | 4 | 5 |
| For my tourism, I think Recreational amenities is attractive. (Untuk pelancongan saya, saya rasa Kemudahan rekreasi adalah menarik.) | 1 | 2 | 3 | 4 | 5 |
| Complementary Services (Perkhidmatan pelengkap) I think the free complementary services is attractive. (Saya rasa perkhidmatan pelengkap percuma itu menarik.) | 1 | 2 | 3 | 4 | 5 |
| I think I can accept the payable complementary services. (Saya rasa saya boleh menerima perkhidmatan pelengkap yang perlu dibayar.) | 1 | 2 | 3 | 4 | 5 |

| Entrance Fee (Bayaran Masuk) | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|
| I think free entrance fee is attractive when travelling. (Saya rasa bayaran masuk percuma adalah menarik apabila melancong.) | | | | | |
| I think discounted entrance fee is attractive when travelling. (Saya rasa bayaran masuk diskaun adalah menarik apabila melancong.) | 1 | 2 | 3 | 4 | 5 |

Appendix 5.1: Survey Questionnaires. Develop for research.