Research Article

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Youth travel determinants and destination choice: Mediation effects of safety and security

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Abstract

This conceptual paper intends to understand youth travel determinants and mediating effects of safety and security towards vacation destination choice. Previous literature study suggested three major construct which is motivation, travel experience and destination image and stipulate the role of mediating effects of safety and security on destination choice. The relationship between motivation, travel experience, safety and security and destination image was discussed and reviewed. The findings from the literatures resulted in establishing youth travel determinants factors pertaining to the study for further investigation.

Keywords:

Youth traveller, determinant, motivation, travel experience, safety and security, destination choice

1   Introduction

No doubt, youth traveller is playing an inexorably imperative business part in society. Youth tourism business sector is considered to have an extraordinary request for some destinations (Chen, Chen & Okumus, 2012). As per Warnick, Bojanic and

Sriangkul (2005), youthful taught explorers speak to around 20% of universal travellers and this figure has been consistently expanding in the course of recent decades. As of 2013, around half of the occasion creators' populace in Malaysia comprised of youngsters (Euromonitor International, 2014).

More than any other factors, the success or failure of a tourism destination relies on upon having to give a protected and secure environment for both tourists and the host population. Tourists are seeking destinations where risk to safety is perceived to be minimal and tourists will not or would not visit the destination (again) where they do not feel safe (Fowler, Lauderdale, Goh & Yuan, 2012). According to Karl (2016) strongly show 54% of young tourists will choose a destination if it is safe and secure. In addition, it also has been identified that past travel experience has been a mediator for Malaysian young travellers in selecting their destination choice (Tasci & Gartner, 2007). Aziz and Ariffin (2009) proposed that behaviourists study is required to comprehend the Malaysian traveller market as pleasure travel is growing in Malaysia.

2 Literature Review

2.1 Youth traveller and destination choice

Youth was described by Cohen (2003) has developed from what was known as youth nomadism into a boundless marvel in the pre-current west. Age, education, income, work, lifestyle and previous experiences impact attitudes, perceptions and motivations affect travel decisions. In fact, the degree to which one takes an interest in tourism is extraordinarily affected by age (Cohen, 2003). Demand presented by young people has certain common features that differentiate from other types of tourism demands (Horner& Swarbrooke, 2016). Since youth travellers have low incomes, the majority of young people are saving to finance their trips they have planned (Chadee & Cutler, 1996).

2.2 Motivation and destination choice

As defined by Moutinho (1987) motivation is the state of need that applies "push" on the person towards specific sorts of action that are inclined to bring satisfaction. Lee and Tussyadiah (2012) distinguished the different needs and thought processes that force travellers to seek out specific leisure activities and experiences. Additionally, as stated by Yuan and McDonald (1990), travelling motives might be different for tourists from one country to another. Moreover, motivations surface when a guest needs to satisfy a need and this can be viewed as a basic variable in association with their travel decisions and the consequence of fulfilment (Chang, 2007; Correia, Oom do Valle, & Moço, 2006).

2.3   Travel experience and destination choice

Other psychological characteristics which include travel experience has also been noted to affect tourist's destination choice (Hwang, Gretzel, Xiang, & Fesenmaier, 2006). According to Sonmez and Graefe (1998), once a destination has been visited, travelers will probably see the destination as more secure to come back to later on. Furthermore, in the words of Gitelson and Crompton (1984), "past experiences reduce the risk that an unsatisfactory experience is forthcoming". It is for the most part acknowledged that past experience can impact visitors' state of mind, both decidedly and contrarily (Huang & Hsu, 2009).

2.4   Destination image and destination choice

The destination image is defined to include the picture attributes of a destination that in this manner impact sightseers' choice to visit specific excursion destinations (Stepchenkova & Zhan, 2013). Bigne' et al. (2001) stated that the image of a destination influences tourists' choice processes, the evaluation of that destination and future intentions. The image is always subjective and it is always corresponding to an internal processing of some perception, and not everyone has the same perceptions (Gallarza & Calderon, 2002).

2.5   Safety, security and destination choice

A current review by Reisinger and Mavondo (2005) found that travel wellbeing positively related with motivation to travel. As noted by Sönmez and Graefe (2003), perceptions of risk are crucial to the travel-related decision making process. Supported by Linh (2015), that young tourists concern safety level at the destination most; and transportation means, accommodation, and food provided by travel operators during the trip are the main factors affecting their choice of a tourism package. According to Glover (2010) even though young travelers have a strong desire to travel, the cost, affordability and accessibility (Claudia, 2010) they also target of aggressors, especially females. This is the reason young traveler needs to feel safe both on the way and at the destination should be evaluated to transform potential into the real demand. For occasion, when potential travellers perceived a destination as unsafe, these travelers may adjust their intentions to go to that destination.

3   Research Inquiries

In perspective of the related writing talked about in the past area, there are three research questions related to the study are established.

3.1   Relationship between youth travel determinants and destinations choice

This finding provides foundation for identifying the relationship between youth travel determinants and destination choice. Youth travel determinants include three factors which are motivation, travel experience and destination image. As stated by

Prebensen, Woo, Chen, and Uysal (2013), motivation, experience and image of destination itself as the main factor when traveling.

In the next section are discussed more on motivation, travel experience, destination image, safety and security and destination choice. Previous researcher shows that each factor can be measured to one other (Chon, 2015). Travel determinant is connected with the choice regardless of whether to go and pull powers are connected with the choices as to where to go. The pull variables need to do with unmistakable attractions that are connected with the destination, while push components are connected with intangibles, for example, the thought processes, needs and interests of the traveler (Anantamongkolkul, Butcher & Wang, 2017).

3.2 Relationship between youth travel determinants and safety and security for young travelers

According to Tarlow (2014), travelers are therefore becoming more concerned with safety and security throughout the duration of their international travel. Young tourists go on trips to fulfil certain desires, wants, and needs. It is in their awareness to decrease every single factor that might have an effect on their safety. Every risk factor perceives by travelers could be a reason for replacing a destination (Carino, 2017). According from Scott, Laws and Prideaux (2013), from previous researcher show that safety and security had the highest mean indicated highest relationship with destination choice. Preventing the risk mean aiming the safety to made decision to traveling. Likewise, the major security threats influence the tourism destination choice (Kurez & Prevolsek, 2015). Dieke (2000) stated that a negative factor related at certain places is the perception people have of safety and security issues.

3.3 Relationship between safety and security and destination choice

Tarlow (2014) found that the major determinant in a traveller's decision to visit a destination is the perception of safety and security. Furthermore, Reisinger and Mavondo (2005) stated that travel safety was positively associated with intentions to travel. Sequences of activities may destroy these impressions of a destination itself. Other than that, risk plays a large role in the images that people hold and whether or not young people intend to travel to a destination (Carino, 2017). Traveller play a significant part in defining in what way individuals perceive risk.

Linh (2015) stated that young tourists concern safety level at the destination most; and transportation means, accommodation, and food provided by travel operators during the trip are the main factors affecting their choice of a tourism package. For instance, when potential travelers perceive a destination as risky, these travelers may modify their intentions to travel to that destination. Moreover, risk perceptions associated with international travel may vary depending on the geographic region (Linh, 2015).

4   Methodology

This study is using quantitative research design and descriptive analyses via questionnaire for data collection. Data will be developed based on the variables stated in the proposed study framework. The questionnaire consists of three sections which are Section A that will deal with the respondents' most influenced travel determinants in selecting vacation. Questions in section B will focus on the importance of safety and security as main consideration for young traveler in choosing destination choice. Section C will deal with the respondents' demographic profiles. The items in section A, B and C will be duplicated and modified from Neumayer (2011). From the study done by Neumayer (2011), all indicator loadings exceeded the 0.7 level. Therefore, measurement scales for this study met the three criteria for meet validity of the scales. The modification in term of wording will be made to suit with the present study.

5   Conclusion

In context of youthful Malaysians in this conceptual paper are brought up in a domain that offers a wide and expanding scope of travel opportunities. In line to that, population statistics from Department of Statistics 2013, Malaysia shows that there are 28.25 million of young travelers in Malaysia as in 2013 (Lim, Kamal, Suhaila, & Cheah, 2015). Due to accessible on creating own vacation trip today, the increasing freedom to travel. In fact, today's young Malaysians' attitudes towards holiday making are very positive. In addition, the findings from this study should also provide theoretical implications with a provision of valuable information and insight on the youth travel determinant. From practical implication, the result of this study is would be beneficial to the tourism players especially Tourism Board to increase awareness on young market segment travel pattern and their travel behavior. It also might benefit for destination organizations (DMOs) in planning effective promotional tools to attract young people to their destinations as well as get involved in tourism activities.

6   About the author

Nuramirah Yusoff currently works as a lecturer at a private college in Selangor. She holds a Bachelor in Tourism (Hons) from Universiti Teknologi MARA, Shah Alam, Malaysia. Her major field of study is hotel and tourism management. She won a silver award in the International Food and Tourism, Innovation, Invention and Creativity (iFaTIIC) at Universiti Teknologi Mara, Malaysia. Currently she is a master student in Tourism Management at Universiti Teknologi MARA, Shah Alam, Selangor, Malaysia.

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