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# ‘Unpacking’ Young Travelers’ Needs to Enhance the Attractiveness of Package Tours

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**ABSTRACT--** *This paper presents the findings of a study which adapts the Travel Need Model established from past literature to gain insights on the three different travel needs which predicted to influence the needs of young travellers towards a package tour namely, travel motives, travel behaviour and travel barriers. Data were collected from 200 respondents (young travellers) and was quantitatively analyzed using SPSS to see the relationship between the three independent variables against the dependent variable. Surprisingly, the results show that all three different travel needs influenced the attractiveness of package tours. It is concluded that having a better understanding of the travel needs of young travellers will enable tour operators in Malaysia to improve and update their package tours to be more attractive simultaneously attract more young travellers to travel with them. This study could enhance the existing literature and give insights to academician, researchers and tour operators.*

**Keywords--** *Package Tours, Travel Needs, Travel Motives, Travel Behaviours, Travel Barriers, Young Travellers.*

## I. INTRODUCTION

According to WTTC or better known as World Travel and Tourism Council (2019), WTTC (2018), WTTC (2017) as well as Martín, Mendoza, and Román (2017), the Travel and Tourism (T&T) industry is mushrooming and became a resilient industry which capable of surviving against all challenging economic environments, demonstrates growing importance and resulted in positive developing global economies (WTTC, 2018). The WTTC (2018) also reports that the industry contributed 9.5 per cent of the world’s Gross Domestic Product (GDP) revenue in 2019. This was a 0.5 per cent increase from its 2018 figures. This indicates that more tourism products are produced around the world today. Hence, more jobs are created in the industry, resulting in rising global income levels (Sharma, 2019; Manzoor, Wei, and Asif, 2019). The WTTC (2018) also predicts that the T&T

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industry will grow exponentially at an average rate of more than 4 per cent every year, across South East Asia until 2030. This implies that the T&T industry would be increasingly profitable in South East Asian regions in upcoming years. The Star (2012; 2020) as well as Park, Musa, Moghavvemi, Thirumoorthi, Taha, Mohtar, and Sarker, (2019) support this and write that the T&T industry in Malaysia grew to be among the most profitable and largest industry in 2020, measured by its contribution to the country's Gross National Income. Later, the WTTC (2018) reports that the Malaysian T&T industry contributed RM 161 billion to Malaysia's GDP in 2017. These reports show that Malaysia not only generates a significant amount of income from its domestic and international T&T operations but also implies that the Malaysian population is fond of travelling and will continue to travel more in coming years and this situation contributed to the growth in demand towards the package tours. Earlier studies indicate that package tours were imperative in the T&T industry (Dhiman, and Kumar, 2019; Seyitoğlu, 2020).

According to Woodside and Baxter (2013), package tours first emerged in 1841 and were viewed as the only method to travel to other geographical regions. The author elaborates that changes in global legislation and relaxation of border controls in the 1960s led to the boom of package tours as consumers sought out package tours because they were the most cost-effective way to travel abroad. Studies by Goodall (1990), Cater, and Goodall, (1992), Page and Hall, (2014), Jalinik, (2017), Tapia, Martínez, and Robles, (2017), and Tapia, Mercadé Melé, and Almeida-García, (2019) then show that the role of packaged tours expanded in late 1980s, as consumers sought out package tours because they were insightful information sources that painted pre-visit destination images. However, Hannah (2014) observes that the development of the Internet and the widening travel options enable consumers to compare holiday prices online and book it all in one go, be it, flights, hotels and even excursions. Chiappa (2013) explains that this phenomenon would ultimately lead to the disintermediation of package tours and tour operators suffered declining sales figures. Nevertheless, WTTC (2018) reports that sales of package tours still make up 62 per cent of the travel retail revenue in Malaysia. WTTC (2018) confirms this, stating that 66 per cent of travellers from Malaysia prefer package tours instead of purchasing flights and accommodations by themselves. These developments suggest that the T&T industry must not sit on its laurel if it is to remain competitive.

As advised by Kotler and Armstrong (2012), it is also important for companies to be consumer-oriented in order to stay competitive in the long-run. Hannah (2014) stresses the importance of understanding travellers' needs for package tours to remain competitive. This study was carried out to understand which of the three categories of travel needs are prevalent among young travellers in Malaysia. It adapts Chen and Shoemaker's (2014) Travel Need Model which introduces three dimensions of travel needs which include travel motives, travel behaviour and travel barriers. Malaysian youth travel market is positively growing and expected to contribute wealth into the Tourism sector of the country (Kasim, and Wickens, 2020). They are also considered as distinctive travellers (Preko, Doe, and Dadzie, 2019; Kimber, 2019; Kimber, Yang, and Cohen, 2019) and research to understand their travelling pattern is scarce which turned the information pertaining to their travelling needs and behaviours to be ambiguous (Madhavan, George, and Kidiyoor, 2019). Thus, it is crucial to understand their travel pattern from the perspective of travel behaviours (Lim, Ramli, Yusof and Cheah, 2015), travel motives (Zulfakar, and Rahim, 2019; Duantrakoonsil, Reid, and Lee, 2019), and travel barriers (Chiu, Ting, Alananzeh, and Hua,

2019; Khan, Chelliah, and Ahmed, 2019). Extensive research to probe the travel needs of younger travellers in the United States finds that younger travellers' unconscious and conscious travel needs trigger motives, translate into actual behaviours when they are on a trip (Chiu, et al., 2019). However, in Malaysia, we have limited data in this area particularly research on their travel needs. Moreover, it is also not surprising that limited studies have been carried out to adopt or adapt Chen and Shoemaker's (2014) Travel Needs Model to understand the travel needs of young travellers in Malaysia where minimal studies have yet to be conducted to determine if travel needs have any impact on the attractiveness of package tours in Malaysia. Therefore, this study is crucial to see the influence of the three components of the Travel Need Model (travel motives, travel behaviour and travel barriers) on the package tour attractiveness in Malaysia from the young traveller perspectives.

## II. LITERATURE REVIEW

This section briefly reviews past studies on young travellers, package tour attractiveness and the three main travel needs in this study which are travel motives, travel behaviour and travel barriers.

### *Young Travellers*

Travelling is currently become a popular activity and trending among the young generation in Malaysia (WTTC, 2019; Martín, Mendoza, and Román, 2017). These young travellers travel for various purposes either for leisure, business, education, or any other personal motives which made them an important new segment for travel and tourism business. The market for travel and tourism involving the young generation in Malaysia is growing (WTTC, 2018). Thus, understanding young travellers' needs is of paramount importance for travel operators to remain competitive in the market (Zulfakar, and Rahim, 2019; Duantrakoonsil, Reid, and Lee, 2019; Madhavan, George, and Kidiyoor, 2019; Khan, Chelliah, and Ahmed, 2019). Besides the growth of young travellers, their needs remain ambiguous (Madhavan, George, and Kidiyoor, 2019). Studies by Wong and Liu (2011) and Yang, and Lau, (2019) implied that travellers from different age groups have different travel needs, leading to different levels of attraction by package tours. The authors explain that the package tours are usually rigidly planned trips that cater to the different consumer group needs differently. There has yet to be a standard definition of younger travellers with some studies referring to them as youth travellers, student travellers and some as millennial travellers (Kozak and Martin; 2012; Chen et al., 2013). Nevertheless, Kaur, Singh, and Roy, (2019) as well as the United Nations (2020), classified young travellers as those between the ages of 15 and 29 years of age. Their classification provides a more widely general measure for age group as multiple nations adhere to the groupings. In Wong and Liu's (2011) and Duantrakoonsil, Reid, and Lee, (2019) view, younger travellers find package tours less attractive than independent travel because they find interest in the information search process, which package tours do not necessarily allow much.

Kozak and Martin (2012) as well as Zulfakar, and Rahim, (2019) stated that young travellers are different from the ageing travellers. As for ageing travellers, they have higher travel barriers as compared to young travellers. If the ageing travellers would prefer package tours because of its convenience and novelty benefits such as socialising opportunities as well as safety and security coverage, the young travellers prefer the

independent travel which is more challenging and rugged. Additionally, Pesonen et al. (2015) add that young traveller having more expertise in searching for travel information via an online medium as compared to the ageing travellers who are less reliant on online information sources. This is in line with the statement made by Zulfakar, and Rahim, (2019). Hence, the young travellers are less likely to be attracted to package tour traditional advertising methods as compared to the ageing travellers. With the enhancement of technology and the modernization of the ways of travelling, the travel operators are challenged by diminishing demands for package tours among the young travellers. Therefore, the travel and tourism industry, for example, needs to beef up its efforts to understand changing trends of travelling within the industry particularly those involved young generation.

### ***The attractiveness of Package Tours***

According to Nishimura et al. (2007), a package tour is a planned trip whereby transport, accommodation and meal arrangements are advertised and sold together by a vendor known as tour operators or travel agencies. Baxter (2013) states that consumers were widely attracted to package tours in the 1950s and 1960s because they were the only option available for travelling abroad. Other studies then found travellers were attracted to package tours because they provide insightful information source that forms pre-visit destination images and value (Goodall, 1990; Baloglu and Brinberg, 1997). Frias et al. (2008) confirm that travellers today still appreciate the information available on packaged tours leaflets over the information found on the Internet when processing their travel decisions. For example, travellers select activities that are similar to those offered by packaged tours when planning their trips. Frias et al. (2008) explain that this is because consumers perceive that package tours provide credible information about a destination and its activities have value, as they are hand-picked by the professional expertise of the travel agencies that provide them. Conversely, Dwyer et al. (2009) argue that many experienced travellers today may stimulate more intense information search behaviours on the Internet. Nevertheless, market studies by WTTC (2019), provide evidence that 44 per cent of the travellers in Malaysia still prefer to source for their destination information from travel agencies online sites. This implies that Malaysian travellers are still attracted to the information provided by package tours. Quiroga (1990) highlights that package tours gain huge success with attracting travellers in Europe because Europeans emphasise the group dynamics offered by package tours. Fast forward for almost two decades hence, White and White (2008) clarify that travellers still find package tours attractive because the inter-tourist social interactions offer them comfort and companionship in what they perceive to be a hostile and alien environment. Hence, travellers believe that travelling with package tours will increase their risk tolerance, encourage them to explore a destination more and also attempt a variety of “riskier” experiences.

Contrary to that, a study by Koo et al. (2012) implies that packaged tours can lead to heterogeneity of experiences making the service less attractive to some travellers. Gholipour and Tajaddini (2014), on the other hand, conclude that tourists from cultures who prefer to avoid uncertainties and take on a more collectivist approach such as Malaysians would prefer to travel in groups. Wang et al. (2013) also claim that many travellers are still attracted to package tours because the convenience, value and timesaving benefits tour offers are undeniable. The authors add that the efficient alliances created by various tour vendors and their local operational expertise also enable them to offer tour-exclusive activities, which appeal to travellers. For example,

some tour operators offer concert tickets that are not available for public purchase, in their package tour. On the other hand, Standing et al. (2014) state that the ease and low cost associated with purchasing tourism products from individual e-vendors have made package tours less desirable in recent times. However, the study by WTTC (2018) and WTTC (2017), still show that approximately 66 per cent of youth travellers in Malaysia remain attracted to the convenience of package tours and would prefer bundled packages that include both ticket and accommodations as opposed to making individual purchases. In short, these studies indicate that package tours are still relatively attractive to travellers in Malaysia despite the decreasing size of its pie. Thus, there is still a need to study the needs of travellers in Malaysia and test how the needs influence the attractiveness of package tours. The three dimensions of travel needs - travel motive, travel behaviour and travel barriers, will be described next.

### ***Travel Motives***

As implied by the socioemotional selectivity theory developed by Carstensen et al. (1999), an individual's travel decision can be influenced by the social motives they pursue. According to Dickinson et al. (2013), Zulfakar, and Rahim, (2019), as well as Duantrakoonsil, Reid, and Lee, (2019), the travellers' motives form their travel needs and, thus, has an effect on the attractiveness of package tours. Cleaver et al. (1999) define travel motives as the purpose of the trip. Zulfakar and Rahim, (2019) agreed and stated that the travel motive became the reason for a young traveller to travel. A study conducted by Duantrakoonsil, Reid, and Lee, (2019) found that young female travellers in Thailand travelled due to their interests towards cultural, historical, antiques and antiquity elements of the place they have visited. Chen and Shoemaker (2014) note that young travellers travel to encounter new experiences. Other studies also show that travellers are attracted to package tours because they promise multiple unique new experiences in one trip (Shoemaker, 2000; Patterson, 2007; Koo et al., 2012; Zulfakar, and Rahim, 2019; Duantrakoonsil, Reid, and Lee, 2019). However, Guillet et al. (2011) counters those claims and writes that travellers seek to "rest and relax" on trips. Hence, the structured package trip may not be most suited for travellers that seek a flexible trip. Nevertheless, the evidence presented by Jiang et al. (2014), Zulfakar, and Rahim, (2019), and Duantrakoonsil, et al. (2019) demonstrate that breaking away from everyday routine and relaxation are equally important reasons travellers go on trips. This implies that travellers would be attracted to package tours as long as there will be a change in routine and is within their budget. Other studies have also shown that a large proportion of leisure-related travel has been undertaken for social activities (Shoemaker, 1989; Ettema and Schwanen, 2012; Ryu et al., 2013) and these studies supported by Zulfakar, and Rahim, (2019). Schanzel and Smith (2014) also support this by stating that package tours facilitate travel environments that groups people together. The authors suggest travellers that seek to meet new people on trips prefer package tours.

On the other hand, Obrador (2012), Yang, and Lau, (2019) as well as Wu, Wall, Zu, and Ying, (2019) wrote that families travel on package tours to strengthen familial relationships. Kasim et al. (2013) clarify that Malaysian travellers prefer to travel on package tours because they provide the convenience of meeting new people while being with family. Additionally, studies by Lim et al. (2015) have also shown that a significant number of travellers have sought for package tours that include physical activities. The authors highlight that this

is especially true amongst younger travellers as they seek activities that challenge their capabilities (Ahmad, Ibrahim, Ahmad, and Masri, 2019). Studies by Mehmetoglu (2007) illustrates that tour-based travellers prefer activities such as shopping (Shi, De Vos, Yang, and Witlox, 2019; Wu, Chen, and Jiao, 2019), sightseeing (Luo, Vu, Li, and Law, 2019; Yuan, and Uehara, 2019) and dining (Vu, Li, and Law, 2019; Muskat, Hörtnagl, Prayag, and Wagner, 2019). Yousefi and Marzuki (2012) and Duantrakoonsil, Reid, and Lee, (2019) support this and show that Malaysian travellers are inclined to purchase themed package tours that exclude physical activities to provide for more “novelty and knowledge” as well as “cultural and historical” sightseeing activities.

Week (2012) concludes that the intensity of the travel activity is the only background to the main purpose, which is to experience something worth telling others. Bosangit et al. (2012) confirm this by illustrating that most travellers are inclined to tell travel tales from their trip to others through word-of-mouth or online platforms. These reasons imply that the initial motive to travel has an impact on how much package tours appeal to the travellers. Hence

### **H<sup>1</sup>: Travel motives have an influence on the attractiveness of package tour.**

#### **Travel Behaviours**

Chen and Shoemaker (2014) as well as Lim, Ramli, Yusof and Cheah (2015), highlight that travel behaviour can influence the appeal of package tours. Pearce (2013) likens tourists' travel behaviour to the way they act before, during and after travelling. The authors also imply that travel behaviours play an important role in influencing the attractiveness and desire for package tours. Lepp and Gibson (2008) suggest that travellers' willingness to take risks can influence the level of package tour appeal. In the authors' view, risk-averse travellers are attracted to structure and enrichment, thus, preferring packaged and education-oriented tours. Wong and Yeh (2009), Wang, and Lin, (2019) and Kroesen, and Chorus, (2020) confirm this by writing that the transparency of package tour activity structure provides knowledge to its consumers, negates risk and moderates tourist hesitation. However, Fugmann and Aceves (2013) counters that risk-averse travellers prefer independent travel because they perceive themselves to be knowledgeable and prefer to gain total control over their trip enabled by the knowledge they have (Akodu, Ogwu, and Abiola, (2019). Ortega et al. (2014) then clarify that travellers, whether risk-averse or risk seekers, behave more favourable to package tours if they perceive that asymmetric information does not exist and the offering can continue to enrich their knowledge. Then, studies by Ferrer-Rossell et al. (2014) emphasise that the anticipated length of the trip also influences the travellers' preference towards package tours. Gokovali et al (2007) state that package tours appeal more to travellers who want to take short to medium trips (He, Fei, and He, 2020). Alen et al. (2014) and You, Chen, and Su, (2019) agreed and stated that the convenience and structure of package tours enable the tourist to experience more, making it more value for the money paid.

On the other hand, Wang (2006) states that travellers shy away from package tours because the rigidity of the itinerary cannot accommodate all of their needs (Kim, Yilmaz, and Choe, 2019). Nonetheless, Sheldon and Mak (1987) as well as Ozturk, Allahyari San, Okumus, and Rahimi, (2019) provide evidence that package tours are more appealing to first-time travellers because the travellers lack knowledge and experience at this stage. Morrison et al. (1994) and Japutra, Loureiro, Molinillo, and Ekinci, (2019) indicate that traveller's attitude and

behaviour towards comfort during a trip is a determinant of package tour attractiveness. Kozak and Martin (2012) illustrates that higher income bracket travellers are less susceptible to “roughing it out” and are more attracted to package tours. Chen and Shoemaker (2014) confirm this and writes that travellers used to resorts are more likely to follow tours because travel amenities and facilities are provided for.

On the other hand, The Huffington Post (2014) argues that physically demanding tours such as eco-tours, which require its participants to “rough it out” have been increasingly appealing for the more affluent travellers, in recent years. Pierce (2013) clarifies that traveller regards for the level of comfort a package tour provides are proportional to the travellers’ knowledge on the availability of comfort in the selected destination. This shows that travel behaviours can determine the level of attractiveness for package tours. Hence

***H<sup>2</sup>: Travel behaviours have an influence on the attractiveness of package tour.***

### ***Travel Barriers***

Chen and Shoemaker (2014) as well as Chiu, Ting, Alananzeh, and Hua, (2019) claim that travel barriers are the deciding factors that make package tours attractive to the consumer’s eyes. Law et al. (2015) state that the ability of package tours to underplay travel barriers have led to its success in Asia. Numerous studies show that travellers most often abandon their travel intentions and desires because of time and financial concerns (Shoemaker, 2000; Lee and Tideswell, 2005; Khan, Chelliah, and Ahmed, 2019). Tretheway and Mak (2006) and Chiu et al. (2019) claim that younger travellers face more time and financial concerns than ageing travellers when it comes to travel decisions because they have a lesser disposable income yet more commitments at home. Hence, it is important to note that the cost-benefits of package tours appeal to travellers of all ages (Lim et al., 2015).

Dolnicar (2005) and Khan, et al. (2019) found that physical limitations are also barriers that can increase package tour attractiveness. Chen and Shoemaker (2014) agree and state that this is exceptionally true for ageing travellers, as they require special health and dietary needs. However, Gonzalez et al. (2009) claim that ageing travellers today have lesser regard for physical limitations but would rather travel with “young people” to feel younger. Nevertheless, Anderson and Harrison (2010) state that travellers have high regards for their physical abilities when travelling and would travel with others to feel a sense of safety and security. Chen and Shoemaker (2014) also highlight that travellers’ fear of hassle has led to increased attractiveness of package tours. Studies have shown some of the most common hassle-fears are lacking travel companions and fear of not having a good time (Shoemaker, 2000; Lee and Tideswell, 2005). On the other hand, Lepp and Gibson (2008) state that travellers also face language barriers, which causes them more stress navigation in unfamiliar places. This is supported by Mancinni-Cross et al. (2009), which states language barriers also limit the travellers’ opportunities to interact with the local culture. This implies that the travellers’ opportunities to experience new thing would also be limited. Hence, travellers on tours would be able to avoid such fears with more convenience. These reasons indicate that travel barriers are significant in influencing the attractiveness of package tours. Hence

***H<sup>3</sup>: Travel barriers have an influence on the attractiveness of package tour.***



### III. RESEARCH METHODS

This study took on a positivist position throughout the research. According to positivism, the world works according to fixed laws of cause and effect (Muijs, 2011). Sarantakos (2012) clarifies that positivist views of the world are unavoidable because human beings are rational individuals who are generally governed by social laws. This implies that given individuals are under the same environmental conditions, their behaviour can be predicted. This study adopts a positivist approach because it aimed to gather objective evidence that will explain the cause and effect of travel needs on the attractiveness of package tours. Moreover, this study also studies the cause and effect relationship based on the travel needs notions developed by Chen and Shoemaker (2014) and socioemotional selectivity theory developed by Carstensen et al. (1999). A mix of convenience and snowball sampling methods were adopted to gather respondents. Convenience sampling is one that is simply available and most assessable to the researcher whereas snowball sampling is a method to study populations that are hard to reach (Bryman and Bell, 2011; Heckathorn, 2011). By applying both sampling methods, this study was able to reach out to a large number of respondents that have the right experiences and knowledge to contribute valuable data, in a short amount of time (Bryman, 2012). The sample size is 200 respondents from the Klang Valley, Malaysia. The questionnaire survey, developed based on previous literature reviews to achieve the objectives of this research, was administered through two modes namely the self-administered and Web-based questionnaires. Bryman and Bell (2011) clarify that mixing the modes of administration is beneficial because there is a minimal disparity between the results obtained and it also increases the response rate. Hence, by adopting a convenience sampling method, this study can reach a large sampling population and gather sufficient data to substantiate the tests run. As for the measurements of instruments for this research, all items were measured using 5-point Likert Scale ranging from 1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, and 5 = strongly agree. Nine items developed by Frias and Castaneda (2008), Nishimura et al. (2007) and Wang et al. (2013) were adopted to measure the package tour attractiveness. As for the travel motives, eight items were adopted from Chen and Shoemaker (2014) and Yousefi and Marzuki (2012). Travel behaviour was measured based on seven items developed by Chen and Shoemaker (2014) and Gokovali et al. (2007) while nine items for travel barriers were adopted from Chen and Shoemaker (2014). The data collected from the respondents were analysed using SPSS to test the predicted hypotheses of this research.

### IV. FINDINGS AND DISCUSSION

Based on the statistical data, the summary of the findings are as explained below. The results of the hypotheses are also given.

**Table 1:** Result Coefficient summary.

A. *Coefficients<sup>a</sup>*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error				Lower Bound	Upper Bound
			Beta				

1 (Constant)	1.941	.346		5.612	.000	1.259	2.623
Travel Motives	-.233	.074	-.201	-	.002	-.379	-.087
				3.144			
	.235	.076	.212	3.099	.002	.086	.385
Travel Behaviors	.340	.060	.371	5.660	.000	.221	.458

a. Dependent Variable: Attractiveness of Package Tours

### ***Attractiveness of Package Tours***

Based on the analyses, it is found that most of the respondents would prefer to travel on package tours if it was their first time visiting a destination. This reiterates the claims made by Sheldon and Mak (1987). As inexperienced travellers, the young travellers believed that travel via packaged tour will ease their travelling activity and the best way to gain proper experience in travelling. The respondents also illustrate that they feel package tours provide credible information about a destination. The results confirm findings by Goodall (1990) as well as Baloglu and Brinberg (1997), which claims that young travellers purchase package tours because the information from package tours will give them an idea on how the overall trip would be like. Ultimately, the information provided by package tours attracts potential young travellers because it minimises the uncertainties of travelling to a foreign land. Majorities of the young respondents find that package tours provide convenience and offer a variety of unique travel activities, but package tours are not cheaper than planning their own trips. This partially agrees with claims made by Wang et al. (2013). As suggested by the authors, the respondents are attracted to the convenience of travelling on package tours. The Cronbach alpha for this variable is 0.855.

### ***Travel Motives***

Surprisingly, findings also reported that the respondents in this study were not significantly motivated to travel for rest and relaxation or even to spend time with family and friends. This opposes the views of Guillet et al. (2011) and Obrador (2012) who claim that young travellers seeking to travel to rest and relax if not to strengthen familial relationships. Conversely, the results imply that the respondents travel to gain new and unique experiences, similar to the claims made by Shoemaker (2000), Patterson (2007), Koo et al. (2012), Zulfakar, and Rahim, (2019), Duantrakoonsil, Reid, and Lee, (2019), Yang, and Lau, (2019) as well as Wu, Wall, Zu, and Ying, (2019). After eliminating the two insignificant items from the variable, a Multiple Linear Regression (MLR) was run and travel motives recorded a Beta coefficient ( $\beta$ ) of -0.201. Here, travel motives negative  $\beta$  implies that every unit increase in travel motives will diminish the attractiveness of package tours by 20.1 per cent. The Cronbach alpha for this variable is 0.714. The results also show that travel motives have a p-value of 0.02. According to Field (2009), p-values lesser than 0.5 makes the variable significant for the study. This deduces that travel motives have an influence on the attractiveness of package tours. Hence *H1* is accepted. The results of this study suggest that Malaysian young travellers would be attracted to package tours regardless of their ages; so long the tours enable them to gain from the trip. This reiterates the socioemotional selectivity theory developed by Carstensen et al. (1999) and studies by Patterson and Pegg (2011), Yousefi and Marzuki (2012), Week (2012) and Duantrakoonsil, Reid, and Lee, (2019) which claim that younger travellers travel to gain knowledge

and ageing travellers travel to gain emotional fulfilment. However, the negative  $\beta$  provides interesting insights that young travellers with clear travel motives in mind are less likely to find package tours attractive. This suggests that the rigidity of package tours as suggested by Wang (2006) and Yang, and Lau, (2019) could cause package tours to be less attractive because they are not flexible enough to meet all of the young traveller's motives.

### ***Travel Behaviour***

The items in travel behaviours were aimed to determine if the independent variable has an effect on the attractiveness of package tours. The Cronbach alpha for this variable is 0.798. According to Sijtsma (2008), this variable is very close to being an ideal variable. Hence, all the items in this variable were retained. The results in Table 1 also show that travel behaviours have a p-value of 0.02. As the p-value is lesser than 0.05, it is concluded that travel behaviours have an influence on the attractiveness of package tours. Hence,  $H_2$  is accepted. The analyses above support the studies by Chen and Shoemaker (2014) and notes that the way young consumers behave as travellers affect their desire for package tours (Lim, Ramli, Yusof and Cheah, 2015). The results confirm the claims made by Alen et al. (2014) and Lim, Ramli, Yusof and Cheah, (2015) by illustrating that a majority of the respondents prefer to travel for periods of 4 to 8 days at a time because they believe that they will be able to perform more activities in that duration.

Additionally, a majority of the respondents prefer to stay in hotels because it provides more amenities and is comfortable, similar to the claims made by Morrison et al. (1994), Chen and Shoemaker (2014) as well as Lim, Ramli, Yusof and Cheah, (2015). Nevertheless, the analyses above also imply that age also changes how travellers behave on their trip, altering the desire and levels of attractiveness for package tours, as suggested by Wong and Liu (2011).

### ***Travel Barriers***

The items in travel barriers were intended to examine if the independent variable impacts the attractiveness of package tours. The results imply that the respondents might not have high regards for the availability of amenities in the accommodation and the availability of amenities. This results also indicate that travel barriers would contribute most to predicting the attractiveness of package tours. The results show that travel barriers have a p-value of 0.00. Field (2009) writes that p-values lesser than 0.05 indicate that there is sufficient evidence to accept the hypothesis. Thus, it is established that travel barriers influence the attractiveness of package tours. Hence,  $H_3$  is also accepted. The results also show a majority of the respondent agreeing that they are worried about their safety when travelling. This is similar to studies by Anderson and Harrison (2010), Chiu, Ting, Alananzeh, and Hua, (2019) as well as Khan, Chelliah, and Ahmed, (2019) and would imply that Malaysian young travellers generally would travel with others to feel a sense of safety and security.

Additionally, the results also found an interesting fact about young travellers. It indicates that most respondents are worried about the language barriers they would face when they are travelling. Surprisingly, this agrees with studies by Lepp and Gibson (2008) as well as Mancinni-Cross et al. (2009) who explains that language barriers cause young travellers stress if they must navigate themselves in unfamiliar places. This finding also

confirmed the study conducted by Khan, Chelliah, and Ahmed, (2019). This then limits their opportunities to perform more activities and interact with the locals. The Cronbach alpha for this variable is 0.733.

## V. CONCLUSION AND SUGGESTION

As for the conclusions, this study found that all three dimensions of the travel need model i.e. travel motive, travel behaviour and travel barriers influenced the attractiveness of package tours from the perspectives of young travellers, as all three hypotheses are accepted. However, there is a large room for future research in this area. The results of this study indicated that only 22.9 per cent of the variance is studied. This implies that another 77.1 per cent of the variance in the market has not been studied. Thus, it is highly recommended for future researchers to fill in this gap. Moreover, the future researchers also could expand the sample size of the future similar studies to outside of the Klang Valley, Malaysia and to include a more equal distribution of respondents (young travellers) as well as to extend the research to include other travellers from different age groups to get a better overview on the topic. Perhaps, similar studies on young travellers from other parts of the world would be interesting. Additionally, further research can also study this topic using qualitative approaches to gain more subjective insights and explanations on young travellers' needs and what would attract them to package tours. Alternatively, future researchers can also explore the travel needs of young corporate travellers. Through this, tour operators could potentially discover new market opportunities and provide package tours that cater to the travel needs of young customers who are also the corporate travellers who travel more for business reasons and could potentially be more loyal customers. Finally, the current and future findings on young travellers needs and their relationship with the attractiveness of package tours will enrich the existing works of literature and give insights to the academician, researchers and tour operators.

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