

E-PROCEEDING HOTWEC 4.0
RESEARCH TOWARDS IR 5.0

**NURTURING
HOSPITALITY,
TOURISM AND
WELLNESS WORLD**

FHPK, UMK



E-PROCEEDING

RESEARCH TOWARDS IR 4.0

Editors

Velan Kunjuraman, PhD

Suchi Hassan, PhD

Ruzanifah Kosnin, PhD

Aifa Rozaini Mohd Radzol, PhD

Copyright: Faculty of Hospitality, Tourism and Wellness, UMK, 2021

All rights reserved. No part of this publication may be reproduced, stored in production transmitted in any form, whether electronic, mechanical, photocopying, recording or otherwise, without having permission from the Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan.

No ISSN: 978-967-2229-34-6

Published by:

Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan
Kampus Kota, Pengkalan Chepa
Karung Berkunci 36
16100 Kota Bharu, Kelantan

ACKNOWLEDGEMENT

It is our pleasure to present this volume consisting of selected papers based on poster presentations from the Hospitality, Tourism & Wellness Colloquium 4.0 2020, held on January 11 and 12, 2021 at the Universiti Malaysia Kelantan. The main colloquium objective is to explore, within the generative framework, different acquisition contexts, across a variety and between different components of the Hospitality, Tourism & Wellness fields with the theme was “Research Towards IR 5.0”. The colloquium was organized and supported by the Faculty of Hospitality, Tourism and Wellness (FHPK), Universiti Malaysia Kelantan (UMK).

We would also like to extend our gratitude to the excellent work of our colloquium organizing committee which comprised of the following:

Khairil Wahidin Awang, PhD
Ghazali Ahmad, PhD
Roslizawati Che Aziz, PhD
Mohd Fadil Mohd Yusof, PhD
Marlisa Abdul Rahim, PhD
Nor Dalila Marican, PhD
Derweanna Bah Simpong, PhD
Normaizatul Akma Saidi, PhD
Velan Kunjuraman, PhD
Siti Fatimah Ab Ghaffar, PhD
Hasif Rafidee Hasbollah, PhD
Nur Hafizah Muhammad, PhD
Aifa Rozaini Mohd Radzol, PhD
Suchi Hassan, PhD
Siti Salina Saidin, PhD
Ahmad Fahme Mohd Ali, PhD
Nur Athirah Sumardi, PhD
Ruzanifah Kosnin, PhD
Bintang Handayani, PhD
Naziatul Aziah, PhD
Nor Syuhada Zulkefli, PhD
Mazne Ibrahim
Raja Norliana Raja Omar
Hazyati Hashim
Nur Aliah Mansor
Nurzehan Abu Bakar
Nurul Fardila Abd Razak
Mohd Hafzal Abdul Halim
Nor Maizana Mat Nawi
Nur Azimah Othman
Fadhilahanim Aryani Abdullah
Abdullah Muhamed Yusoff

We would also like to acknowledge the excellent work of our conference reviewers of the original abstracts and the papers submitted for consideration in this volume for having so generously shared their time and expertise. Along with these individuals, we wish to thank our local colleagues and students who contributed greatly to the organization and success of the colloquium.

The Motivation to Visit Film-Induced Tourism Destination Among Youth Travelers In Malaysia

Mohamad Najmi Bin Roshid, Nurul Azmira Binti Shaharuddin, Nurul Syakinah Binti Mohamad Fadil & Rasyiqah Binti Roshaizak

*Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: syuhada.z@umk.edu.my & hazztyati@umk.edu.my*

ABSTRACT

This study's objective is to identify the factors that influence the youth traveler's decision to visit film-induced tourism destination. Three influencing factors were investigated in this paper namely; unique experience, scenery and celebrity factor. Data were collected using online survey, for the ease of approaching and reaching a wide range of respondents among youth travelers in Malaysia. The respondents were reached via the convenience sampling method. The target population of this study is Malaysian youth travellers with a total 5, 430,430 people. A total number of 385 respondents were selected as sample for this study. Their responses were collected, and recorded using are five-point Likert scale that ranges from 1 (strongly disagree) through 5 (strongly agree). The result shows that unique experience has a strong relationship towards youth travellers' motivation to visit a film-induced destination. This research is expected to expand the body of knowledge in film-induced tourism related literatures.

Keywords: film induced tourism, push and pull, motivation, young traveler

INTRODUCTION

Film-induced tourism is a recent appearance in the tourism industry, where tourist motivation to visit certain places is derived from the film had watched by tourist (Macionis, 2004). Movie-induced tourism or film-induced tourism is defined as travellers, who travel to a particular destination because the destination has been featured in film, television, or video games (Hudson & Ritchie, 2006). The definition of youth traveller, includes those who are above 30 years old (Yunus & Landau, 2019). However, different countries have different practices and the concept of youth traveller is different among the limits of age. In Malaysia, according to Malaysian Youth Policy, the range of age for Malaysian youth is among 15 to 30 years old (Yunus & Landau, 2019). According to UNWTO (World Tourism Organization, 2013), youth travelers are growing market, representing more than 23% among tourists who travel internationally every year. The economic value of youth travelers lies in this industry's unique character because young people are more adventurous, looking for new culture and developing their knowledge.

As mentioned by Šimková and Holzner (2014), tourism motivation is linked and related to psychological patterns because it examines the motivation of traveling, needs, and individual satisfaction. Maslow's hierarchy of needs theory is the most cited and widely used to explain tourist behaviour and travel motivations, followed by sociopsychological motivations to travel by Crompton (1979) and push and pull theory (Dann, 1977). According to Richard and Wilson (2003), young people are looking for different experiences on their travel and film-induced tourism is about engaging in movie-related experiences that can attract young people to join any activity from this kind of tourism.

Surprisingly, many Malaysians aren't aware of the existence of film-induced tourism. This is because film-induced tourism isn't familiar around Malaysia (Hamzah, Aminuddin, Mustapha, & Ismail, 2016). Malaysian films are locally produced and targeted mainly for local consumption (Rosnan, Ismail, & Daud, 2010). Besides that, there are many international movies that portray the beauty of Malaysia but for Malaysia's films, it is a rare sight (Hamzah et al., 2016). This is because only a small number of films/movies/dramas are produced to show the beauty and attractiveness of Malaysia that can attract people, especially local people, to visit certain places. Thus, this study aims to explore the factors that influence the youth travellers' motivation to visit a film-induced destination.

There are three objectives for this research:

1. To examine the relationship between unique experience and motivation to visit film-induced tourism destinations among youth travellers in Malaysia.
2. To examine the relationship between scenery/physical icon and motivation to visit film-induced tourism destinations among youth travellers in Malaysia.
3. To examine the relationship between celebrity and motivation to visit film-induced tourism destinations among youth travellers in Malaysia.

Significance of the Study

There are a few significances of the study for researchers, film director and travellers. As for the researchers, the finding from this research can be implemented in future academic researchers. This study can be used to study the motivation to visit of film-induced tourism destination among youth travellers in Malaysia. Next, this study may also provide new knowledge to the film directors in terms of understanding the need for Malaysian touch that could induce tourism activity. Besides, identifying and prioritizing motivations is key to understanding the tourist decision making process and potentially understanding future traveler trends. The result also helps the travelers to find out what are the main reason to choose their destination to visit film-induced tourism and meets their expectations.

LITERATURE REVIEW

Motivations to Visit Film-Induced Tourism Destination

Motivation refers to reasons that underline behavior that is characterized by willingness and volition (Macionis, 2004). A constellation of closely associated beliefs, attitudes, principles, interests and behavior are involved in motivation (Gjorgievski & Trpkova, 2012). Film film-induced tourism is defined as tourist visits to the destination featured on television, video, or cinema screens (Hudson & Ritchie, 2006). Several studies found that push and pull factors of destination is related to the youth travel decision making (Gjorgievski & Trpkova, 2012; Khan, Safri, & Pazil, 2014; Pesonen, 2012). According to Macionis (2004), people who visit film-induced tourism destination have their own motivation to visit, such as exploring by themselves and feel it. Personal experience also shapes the tourist decision making. While, Khan et al. (2014) found the importance of gaining new knowledge that motivates people to visit a particular destination. Gjorgievski and Trpkova (2012) also revealed that places seen in the film attract the audience to visit the destination. Pearce and Lee (2005) said that the visitors enjoy the activity and recreation shown in the film. Besides that, the scenery, strategic location and the culture also attract tourist to visit a particular destination.

Unique Experience and Motivation to Visit

Unique experience can be experienced in many ways. As stated by Hamzah et al. (2016), tourists visit the film-induced sites to escape their ordinary life, to add something extraordinary and remarkable memories to their holidays, to enjoy the film location, something new and unique during their journey and to gain valuable experience with the film itself. According to Riley and Doren (1992) and Kim and Richardson (2003), unique experiences are motivated by vicarious participation and location recognition by a film plot that gives the gaze's beholders a more profound significance. It indicates a visceral feeling about someone else's life that enables and person to engage in someone or something else's 'motions, posture and sensations' of someone or something else. The empathy concept can grasp this idea of 'momentary experience'. Thus, the study has proposed the following hypothesis:

H1 = There is a significant relationship between unique experience on motivation to visit Film Induced Tourism destination among youth travellers in Malaysia.

Scenery and Motivation to Visit

Destinations need to better understand the potential of their location and work with film industries more productively and extensively to ensure that every aspect of the site is portrayed effectively on-screen (Rajaguru, 2014). Then, once a worldwide audience has viewed the footage, they can work on the long-term revenue by adopting numerous strategies to promote the destination (Maudlin, 2012). The scenery, landscape, culture and pleasant people are vital to attract youth travellers and gain their attention to visit film-destination (Tessitore, Pandelaere and Kerchlove, 2014).

Besides that, some researchers also mentioned that motion pictures plays a leading role in enhancing the consumers' awareness of tourism destinations and inspiring their motivation to visit destinations (Rajaguru, 2014). For instance, "Hallyu" (Korean Wave), a platform of Korean cultural exports, has changed the Korean tourism industry and attracts travellers from around the world. The Korean Tourism Organization uses the success of the Korean Wave to promote Korean tourist attractions through motion pictures, including Korean film, TV drama shows, music and K-pop. Thusly, the study has proposed the following hypothesis:

H2 = There is a significant relationship between scenery/physical icon and motivation to visit Film-Induced Tourism destinations among youth traveller in Malaysia.

Celebrity and Motivation to Visit

Film stars, actors and celebrities are great ingredients of mass media and they can be the important roles they assume in their movie or television characterization (Gjorgievski & Trpkova, 2012). This is recognized in the public relations, advertising and celebrity endorsement literature. Till and Shimp (1998) stated that feelings towards a celebrity are expected to transfer any endorsed brand through their power status and the recurring association. This is because celebrity traits can influence a destination image as shown through potential tourists, thereby enhancing their ability to visit the destination (Glover, 2009). According to Gjorgievski and Trpkova (2012), tourists are also influenced to visit a destination where famous actors played memorable scenes. Thusly, the study has proposed the following hypothesis:

H3 = There is a significant relationship between celebrity and motivation to visit Film-Induced Tourism destinations among youth traveller in Malaysia.

Conceptual Framework

Based on the background and extensive literature review, the following conceptual model has been formed (Fig. 1). The operationalization of the research construct considers three independent variables that contribute to the motivation to visit film-induced tourism destinations.

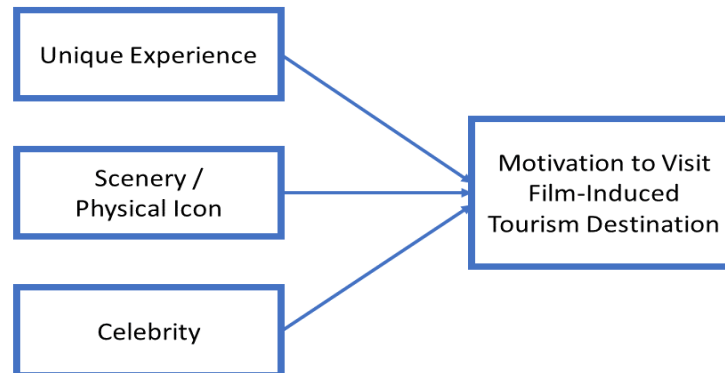


Figure 1: Conceptual Framework

Source: Macionis (2004)

METHODOLOGY

Research Design

This study used the quantitative approach as suggested by Hamzah et al. (2016). Descriptive research design can be used to explain the young population's characteristics. It can be used to provide a summary of the samples and measures done on a study. It also analyzes the motivations or factors that trigger the young population in Malaysia to travel to film-induced tourism destinations. According to Department of Statistics Malaysia (2019), the total population for domestic tourists in Malaysia, which is 29.4 million citizens. Young people who are the age range between 15 to 30 years old was selected as the target population of this study.

Sampling

The sampling method used for this study is a simple random sampling from the probability sampling method. The respondents will be selected by using a random selection. According to Dan Fleetwood (2020), probability sampling is defined as a sampling technique that uses a method based on probability theory to select samples from a larger population. The sample size is determined by using the sample size determination table of Krejcie and Morgan (1970). According to Krejcie and Morgan (1970), based on the rule of thumb, the number of the sample size required is 385 respondents.

Data Collection

Secondary data has been used primarily to support the formation of research framework. We had attained numerous applicable data from multiple sources such as online journal databases from Science Direct, Emerald Insight, Google Scholar and others. The purpose is to acquire more information about the study's scope, which is film-induced tourism.

The second stage of data collection involves first-hand data collection. A set of questionnaires was distributed to the population for data collection purposes. The data will be primary data because the data not been published yet by anyone, so it is reliable, objective and authentic (Kabir, 2016). The data is collected using online survey in order to reach the respondents easily due to Covid-19 phenomenon. The google form link has been snowballed through Instagram, Facebook, Twitter, WhatsApp and Telegram.

Data Analysis

The data obtained were analysed by using Statistical Package for the Social Science (SPSS) version 25. Descriptive analysis, reliability test and Pearson Correlation Coefficient Analysis were used in this study.

FINDINGS

Respondents' Background

This study aims to study the relationship between unique experience, scenery and celebrity to visit film-induced tourism destinations among youth travellers in Malaysia. Table 1 summary summarizes the background of respondents.

Table 1: Demographic profile of respondents

Demographic	Categories	Frequency	Percent (%)
Gender	Male	135	35.1
	Female	250	64.9
Race	Malay	226	58.7
	China	75	19.5
	Indian	73	19.0
	Others	11	2.9
Age Range	15 – 19 years old	50	13.0
	20 – 24 years old	242	62.9
	25 – 30 years old	93	24.2
Personal Income	Less than RM1,000	78	20.3
	RM1,001 until RM2,000	81	21.0

	RM2,001 until RM3,000	82	21.3
	More than RM3,001	36	9.4
	No Income	108	28.1
Status	Single	319	82.9
	Married	66	17.1
Employed Status	Unemployed	18	4.7
	Student	184	47.8
	Government	66	17.1
	Non-Government	71	18.4
	Self-employ	46	11.9
Educational Level	SPM	75	19.5
	Diploma	104	27
	Degree	189	49.1
	Master	15	3.9
	PhD	2	0.5
Frequency of Travelling	Once a year	168	43.6
	Twice a year	137	35.6
	More than twice a year	80	20.8
“Film-induced Tourism” Term	Yes	207	53.8
	No	178	46.2

Based on Table 1, 250 female respondents and 226 male respondents have responded to this study with 64.9% represents female respondents while 58.7% represents male respondents. Based on the table 1 226 respondents or 58.7% of the respondents are Malay followed by Chinese with 19.5% of the respondents or 75 respondents. 19% or 73 respondents were Indians and the minor category was other races with 11 respondents or 2.9%. Most of our respondents are aged between 20 to 24 years old with a result of 242 respondents or 62.9% followed by 24.2% or 93 respondents who are aged between 25 to 30 years old. The least was among those aged between 15 to 19 years old which is equivalent to 13% or 50 respondents.

In terms of respondent's income level, 28.1% or 108 respondents were among those who do not have any income followed by 21.3% or 82 respondents who earn between RM2,001 to RM3,000, RM1,001 to RM2,000 with 21% or 81 respondents and 20.3% or 78 respondents among those who has income less than RM1,000.. The least are those who have income of more than RM3,000 and is represented by 9.4% or 36 respondents. Result also shows that 319 respondents or 82.9% are single while 66 respondents or 17.1% are married 184 respondents or 47.8% of the respondents are students followed by 18.4% or 71 respondent who works in non-government agencies, 17.1% or 66 respondent who works in government agencies, 46 respondents or 11.9% who are self-employed and the remaining 4.7% or 18 respondents are unemployed.

On one hand, it is notable that 49.1% or 189 respondents from this research are bachelor degree holder followed by 27% or 104 respondents who are Diploma holder, 75 respondents or 19.5% who have completed their *Sijil Pelajaran Malaysia* (SPM), 15 respondents (19.5%) are master's degree holder and 2 respondents or 0.5% are PhD holders. It is also notable that, 168 respondents, 43.6% of respondents travel once a year followed by 137 respondents or 35.6% who travel twice a year and the remaining 20.8% respondents travels more than twice a year. Moreover, 207 respondents (53.8%) are familiar with the film-induced tourism term while the remaining 46.2%, aren't.

Factors influencing the youth travellers' motivation to visit a film-induced destination

Pearson's Correlation was used in this study to describe the relationship between two variables in terms of strength of the relationship. The reliability test was conducted on the independent variables to check the internal consistency of the instrument. The result of Cronbach Alpha for all variables scales was in the range of 0.811 to 0.914. As recommended by Sekaran and Bougie (2016) the minimum acceptable range has been set to be 0.70, The result of hypothesis testing has been in Table 2.

Table 2: Pearson Correlation Coefficient

		UNIQUE EXPERIENCES	MOTIVATION
UNIQUE EXPERIENCES	Pearson Correlation	1	.767**
	Sig. (2-tailed)		.000
	N	385	385
		SCENERY	MOTIVATION
SCENERY	Pearson Correlation	1	.652**
	Sig. (2-tailed)		.000
	N	385	385
		CELEBRITY	MOTIVATION
CELEBRITY	Pearson Correlation	1	.500**
	Sig. (2-tailed)		.000
	N	385	385
**. Correlation is significance at the 0.01 level (2-tailed).			

Table 2 shows the strength of the relationship between variable tested in this research., The result indicates that unique experiences have a strong relationship with youth travellers' motivation to visit a film-induced destination ($r=0.767$, $n=385$, $p<0.01$) followed by scenery ($r=0.652$, $n=385$, $p<0.01$), and celebrity ($r=0.500$, $n=385$, $p<0.01$) with a moderate relationship.

DISCUSSION

This research aims to examine the relationship between unique experiences, scenery and celebrity towards youth travellers' motivation to visit a film-induced destination. The result shows that there is a strong influence from unique experiences received towards the youth traveler's motivation with a result of $r = 0.767$, $n = 385$ and $p < 0.01$. This result were supported by Hamzah et al. (2016) that young travellers are mostly influenced by the push factors to fulfill their desire to gain unique experience and to add something special to their holiday.

As for scenery relationship with youth traveller's motivation also came out moderate with $r = 0.652$, $n = 385$ and $p < 0.01$. This result is in line with Hamzah et al. (2016) that the beauty and attractiveness of location can be the contributing factor for them to visit the film site. Pearce and Lee (2005) also agreed that most youth travelers enjoy the beautiful scenery to take a photograph with as what they saw in film.

The strength of relationship between celebrity and motivation to visit film-induced tourism among youth travellers' in Malaysia turn out to be moderate at $r = 0.500$, $n = 385$ and $p < 0.01$. The finding is in line with Gjorgievski and Trpkova (2012) that youth travelers are influenced to visit a film-destination, where famous actors or their celebrity played memorable scenes.

CONCLUSION

In conclusion, film factors cannot be isolated to make the tourism industry more colorful and vibrant with a variety of tourism products, because this is to be considered as one of the strong marketing tools. The filmmakers and government should corporate and collaborate to present the best attraction in the country in the local film as a way to promote Malaysian tourism destination. As for researchers, the result of this study will help them better understand the motivation of youth travellers to visit film-induced tourism destination. Future researchers should firstly consider a well-balanced sample from the population. An unbalanced sample will lead to an inconsistent result where the result will only be leaning to one category. Next, researchers should increase the sample size in order to obtain precise, accurate and consistent results. Researchers should also consider including in more variables in order to find more factors that could influence the Malaysian youth travellers' motivation to travel to film-induced tourism destination. Lastly, researchers might also want to consider incorporating different data collection method in order to obtain accurate result from the respondents. Therefore, to make tourism industry more colourful with a variety of tourism product, filmmakers, DMOs and local authorities should have a good co-operation among themselves and to give a full commitment to producing a high-quality film.

REFERENCES

- Arfa Yunus, & Landau, E. (2019, February 21). 'Youth' now defined as those between 15 and 30. *New Straits Times*. Retrieved from <https://www.nst.com.my/news/nation/2019/07/501288/youth-now-defined-those-between-15-and-30>
- Crompton, J. L. (1979). Motivations for Pleasure Vacation. *Annals of Tourism Research*, 6(4), 408-424. doi:10.1016/0160-7383(79)90004-5
- Boukas, N., & Sourouklis, C. (2015). *Conceptualising Youth Tourism in Island Destinations: The Case of Ayia Napa and Protaras, Cyprus*. Paper presented at the Conference Proceedings of the International Conference on Tourism (ICOT2015), London, United Kingdom.
- Çakar, K., & Seyitoğlu, F. (2016, May). Youth tourism: Understanding the youth travellers' motivations. In *Proceedings of the Multidisciplinary Academic Conference*, 248-253.
- Crompton, J. L. (1979). Motivations for Pleasure Vacation. *Annals of Tourism Research*, 6(4), 408-424. doi:10.1016/0160-7383(79)90004-5
- Dann, G. M. S. (1977). Anomie, Ego-Enhancement and Tourism. *Annals of Tourism Research*, 4(4), 184-194. doi:10.1016/0160-7383(77)90037-8
- Gjorgievski, M., & Trpkova, S. M. (2012). Movie Induced Tourism: A New Tourism Phenomenon. *UTMS Journal of Economics*, 3(1), 97 - 104.
- Glover, P. (2009). Celebrity Endorsement in Tourism Advertising: Effects on Destination Image. *Journal of Hospitality and Tourism Management*, 16, 16-23. doi:10.1375/jhtm.16.1.16
- Hamzah, K., Aminuddin, N., Mustapha, N. A., & Ismail, M. N. I. (2016). *Film-Induced Tourism: Young Malaysian Traveller Motivations to Visit a Destination*. Paper presented at the 3rd International Hospitality and Tourism Conference 2nd International Seminar on Tourism, Universitas Pendidikan Indonesia, Bandung, Indonesia.
- Hudson, S., & Ritchie, J. R. B. (2006). Promoting Destinations via Film Tourism: An Empirical Identification of Supporting Marketing Initiatives. *Journal of Travel Research*, 44, 387-396. doi:10.1177/0047287506286720
- Kabir, S. M. S. (2016). Methods of Data Collection. In *Basic Guidelines for Research: An Introductory Approach for All Disciplines* (201-275). Chittagong-4203, Bangladesh: Book Zone Publication.
- Khan, N. F. b. A. H., Safri, F. H. b. M., & Pazil, A. H. b. M. (2014). *3p's Pull Factor as Drivers of Screen Tourism and Viewers Travel Intention*. Paper presented at the Proceedings of the 3rd International Conference on Business and Communication (ICBC 2014), Kuala Lumpur, Malaysia.
- Kim, H., & Richardson, S. L. (2003). Motion Picture Impacts on Destination Images. *Annals of Tourism Research*, 30(1), 216-237. doi:10.1016/S0160-7383(02)00062-2
- Krejcie, R. V., & Morgan, D. W. (1970). Determining Sample Size for Research Activities. *Educational and Psychological Measurement*, 30, 607-610. doi:10.1177/001316447003000308
- Macionis, N. (2004, November). Understanding the film-induced tourist. In *International tourism and media conference proceedings*, 24, 86-97. Tourism Research Unit, Monash University: Melbourne, Australia.
- Malhotra, N. K. (2010). *Marketing Research: An Applied Orientation* (6th ed.): Pearson.

- Maudlin, L. (2012, September 24). Great Potential of Film-Induced Tourism. *Tourism Review News*. Retrieved from <https://www.tourism-review.com/travel-tourism-magazine-film-induced-tourism-has-great-potential-article1915>
- Pearce, P. L., & Lee, U.-I. (2005). Developing the Travel Career Approach to Tourist Motivation. *Journal of Travel Research* 2005, 43(226), 226-237. doi:10.1177/0047287504272020
- Pesonen, J. A. (2012). Segmentation of Rural Tourist: Combining Push and Pull Motivations. *Tourism and Hospitality Management*, 18(1), 69 - 82.
- Riley, R. W., & Doren, C. S. V. (1992). Movies as Tourism Promotion: A 'Pull' Factor in a 'Push' Location. *Tourism Management*, 13(3), 267-274. doi:10.1016/0261-5177(92)90098-R
- Rosnan, H., Ismail, M. N., & Daud, N. M. (2010). The Globalization of Film Business and its Effect on the Malaysian Film Industry. *Business Strategy Series*, 11(5), 325 - 332. doi:10.1108/17515631011080731
- Sekaran, U., & Bougie, R. (2016). *Research Method For Business: A Skill Building Approach*: John Wiley & Sons.
- Šimková, E., & Holzner, J. (2014). Motivation of Tourism Participants. *Procedia - Social and Behavioral Sciences*, 159, 660 - 664. doi:10.1016/j.sbspro.2014.12.455
- Tessitore, T., Pandelaere, M., & Kerchlove, A. V. (2014). The Amazing Race to India: Prominence in Reality Television Affects Destination Image and Travel Intentions. *Tourism Management*, 42, 3 - 12. doi:10.1016/j.tourman.2013.10.001
- The World Factbook. (2020, May 25). Malaysia. Retrieved from <https://www.cia.gov/library/publications/the-world-factbook/geos/my.html#field-anchor-people-and-society-age-structure>
- Till, B. D., & Shimp, T. A. (1998). Endorsers in Advertising: The Case of Negative Celebrity Information. *Journal of Advertising*, 27(1), 67-82. doi:10.1080/00913367.1998.10673543
- World Tourism Organization. (2013, May 28). *UNWTO Tourism Highlight*. Retrieved from Madrid, Spain: <https://www.e-unwto.org/doi/pdf/10.18111/9789284415427>
- Yunus, A., & Landau, E. (2019, March 13). 'Youth' now defined as those between 15 and 30. *New Straits Times*. Retrieved from <https://www.nst.com.my/news/nation/2019/07/501288/youth-now-defined-those-between-15-and-30>