

UNIVERSITI TEKNOLOGI MARA

**THE FACTORS INFLUENCE TRAVEL
INTENTION AMONG STUDENTS
UiTM KOTA BHARU**

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ABSTRACT

Malaysia economic growth were contributed by tourism which act as an important sub-sector. The most often spend more than other tourists is from student or young traveller. According to Lim, Ramli, Yusof, & Cheah (2015), a young people have low level of income but they have high interest and leisure time to explore new destination. Student traveller is usually raises with an environment with a wide and also will increase the range of travel opportunities. Based on the population statistics from Department of Statistics, Malaysia shows that there is 28.25 million of student or young traveller in Malaysia as in 2010. The main purpose of this study was conducted to identify the factors that influence travel intention among university students. In this study, data collection method that been used is survey questionnaire. Target population who is study in UiTM Kelantan Campus Kota Bharu. For finding sample size used the Raosoft application (Raosoft.Inc) to calculate the sample size with 95% confidence level. The questionnaire was distributed to 239 students in UiTM Kelantan Campus Kota Bharu which is 127 from Faculty Science Computer and Mathematics (FSKM) and 112 from Faculties in Business Management (BM) were selected. The data was analysed using statistical analysis software package (IBM SPSS). The method of analysis data is the multiple linear regression. This study has accomplished the several variables are significant. Based on the result of this study, destination image and budget are significant while travel time is not significant. Thus, the government, official tourism organisation and business leader should get prepared to unlock the power of young people in tourism market for the development of the country in the future.

Keywords: Budget, destination image, multiple linear regression, Travel intention and travel time.

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CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

Youth travel is one of the fastest growing and most dynamic market of the global tourism sector (United Nation World Tourism Organization, 2011). Taiyab (2005) defined 'young' travellers between 16 to 25 years old who are travel at least one night's stay. Travel defined as a movement from one place to another place, often to a place that is far away by any transportation such as car, train, plane, bus and others (Oxford Dictionaries, 2014). A traveller who is take a trip or journey to a main destination outside his/her usual environment, for less than a year or more, for any main purpose either business, leisure or other personal purpose and others. According to C.Lim, H.Lim, Yuan and Xiong (2015), Malaysia economic growth were contributed by tourism which act as an important sub-sector.

The most often spend more than other tourists is from student or young traveller and more likely to give more valuable experience for travel over their lifetime. In addition, as the chances of getting a higher education and exposure the world, student traveller is plays an important role in the tourism market (Lim, Ramli, Yusof, & Cheah, 2015). Besides that, some skills that student will get through travel are something that valuable or important in the professional world such as independence, networking, bilingualism and others.

Based on Travel & Tourism Economic Impact 2017, the important economic activity in the most countries around the world is in Travel & Tourism sector. The UN Statistics Division-approved Tourism Satellite Accounting methodology (TSA: RMF 2008) quantifies only the direct contribution of Travel & Tourism. Then, World Travel & Tourism Council (WTTC) recognises that Travel & Tourism's total contribution is much greater, and aims to capture its indirect and induced impacts through its annual research.