

Challenges in Family Sports Tourism Development at Pulau Langkawi: Perceptions of Sports Tourists

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ABSTRACT

Today, families are considered the main contributors to the growing market tourism business. This trend is motivated by the growing awareness of retaining family ties and generating memories of family memories. Deciding for family sports tourism is a challenging task, especially when it involves inter-generational tourism. Although family tourism is growing globally, details of challenges that constrain family tourists to vary across the globe and surprisingly no study has so far addressed the issue thoroughly especially in Malaysia. This paper relates the challenges experienced by families of different income levels in family sports tourism at Pulau Langkawi. The objectives were answered based on a survey conducted among 243 family sports tourists at Pulau Langkawi and data collected using a questionnaire was statistically tested using MANOVA. Regardless of family income level, quantitative findings identified the influential challenges in significant order as structural constraints, interpersonal constraints, and intrapersonal constraints, with participation fee as the main constraint factor. Family sports tourists of different income groups were not significantly constrained by any specific barrier. There is a potential of gaining more knowledge on the barriers experienced in family sports tourism by focusing on other demographic variables. This paper generates a better thought on the challenges experienced in family sports tourism and the prospect in the upcoming sports tourism business.

Keywords: *Family Sports Tourism, Interpersonal Barrier, Intrapersonal Barrier, Structural Barrier*

INTRODUCTION

Sports tourism has developed as a key component of the tourism business. The tourism product concept adopted by major sports tourism destinations revolves around liking sports. This concept provides destinations to compete distinctively with other destination competitors and expand their competitive advantage in the international arena, drawing consumers who are nature lovers and interacting with the community to experience community lifestyle and interactive holidays. As defined by Gibson and Fairley (2014), sports tourism “is a leisure-based travel involving individual’s temporary being away from the home community to involve in sports activities [active sport tourism], to watch sports activities

[event sport tourism], or to visit attractions associated with sports activities [nostalgia sport tourism]”. Family sports tourism has been acknowledged as one of the important sectors of the global tourism business. The growing income levels, ageing population, and increased technology assess are among the reason for this considerable growth. Referring to the study conducted by Visa INC with the cooperation of Oxford Economics, it was forecasted that by 2025, approximately 282 million families worldwide will decide on a minimum of one international trip a year.

Sports tourists have a distinct intention for selecting destinations and sporting events during their trip. Besides being acknowledged for their high spending habit, they always look for new sporting experiences. Thus, the provision of high-quality hospitality services at sports destinations could generate sports tourists’ contribution to the fastest growing area of Malaysia’s booming billion tourism industries. As the growth of sports status is evident, many tourism destination has provided quality services to pull the crowd. In a competitive setting, the strategy of offering sporting events requires a deep understanding of the selection choice of tourists towards a specific sporting event, and the degree of satisfaction expected after consuming the service provided. “An understanding of tourist movement and behaviour can assist targeted marketing” (Hungenberg et al., 2016). The increasing popularity of sports has encouraged many tourism destinations to provide quality services to attract more tourists.

Participation of tourists could be explained from the aspect of a blend of personal, social, practical, and ethical constraints experienced by tourists (Humagain & Singleton, 2021), which decrease individuals’ satisfaction with the tourism experience. Crawford et al. (1991) categorized the three dimensions of constraint as structural constraints, interpersonal constraints, and intrapersonal constraints. This negative experience normally started with the effect of the intrapersonal constraint, followed by interpersonal constraint, and lastly the structural constraint. Structural constraint mediates an individual’s leisure preference and participation. The factors of structural constraint prevent tourists from engaging in leisure activities. Financial constraints, time constraints, family obligations, and paid attendant caregivers for people with disabilities, are examples of structural constraints. Intrapersonal constraint describes an individual psychological status and qualities. It influences individuals’ psychological status and influences the development of leisure preferences. Constraint towards participation in leisure activities can lead to emotional unease including depression, anxiety, and stress. In the long term, negative experiences in leisure experience can lead to several problems (Rushing et al., 2019). An intrapersonal constraint is a personal trait that varies within minutes between individuals. Interpersonal constraints, on the other hand, arise from social interaction with others, including a lack of partners, family members, and friends’ interests (Bozic et al., 2017) to participate in leisure activities. These barriers involved the interaction or the relationship between individuals’ characteristics. Interpersonal constraints occur due to the absence of others which hinders an individual’s intention to engage in team sports. This bad experience could be due to the failure of individuals to locate an acquaintance, family member, or partner to team up in sports engagement. As identified by Humagain and Singleton (2021), tourists are mainly constrained by interpersonal constraints related to the failure of finding a company for a trip, besides the awareness of added complications that come with joining others. It is a risk for families having high-risk family members, such as older people, to join outdoor trips. Contrasting with intrapersonal constraints, interpersonal barriers interrelate preferences with participation. Thus, failure to get a companion to travel along with would hinder an individual’s interest in travelling.

The reports of Agoda’s “Family Travel Trends 2018” survey (2018) revealed that the market share for family tourism has increased, particularly in Asian countries. Japan’s 2018 National Tourism Survey, for example, identified family tourism as one of the most popular categories of travel among Japanese residents which comprises 19.64% of domestic tourism and 36.06% of overseas tourism (Japan Tourism Agency, 2020). However, the impact of the 2019 novel coronavirus outbreak has created constrained travel behaviour among tourists in selecting only certain travelling options of trips and destinations (Stark & Meschik, 2018). Numerous studies have explored the characteristics of sports tourists, either in general or focusing on the vulnerable group, in understanding challenges in sports tourism participation. As family tourism is growing globally, there is an emerging interest in examining the

family tourism experience itself. Details of associated challenges that influence family sports tourists in sporting events participation vary across the globe and have not been studied in Malaysia. Thus, this study determines the challenges of choosing Pulau Langkawi as a family sports tourism destination, specifically between a family of different income groups.

This study discussed the challenges that influence families' intention to engage in sports tourism at Pulau Langkawi. As constraints produce negative effects on behavioural intention (Karl et al., 2020), the findings could provide knowledge on the constraints experienced in family sports tourism and the upcoming horizon of the sports tourism industry. Exploring these constrained dimensions could theoretically expand the perspective on the development of family sports tourism toward the host destination. The findings could also be of reference in planning strategies, especially in designing sports tourism marketing programs. This could enable tourism operators to plan tactical programs for the peak season of tourism. Besides that, the findings of this study could also facilitate families to plan their sports tourism pursuit effectively in minimizing likely tourism risks.

LITERATURE REVIEW

According to Chen et al. (2016), the satisfaction of individuals is highly related to their new and challenging experiences during a holiday vacation. Holidays represented a symbolic off-time of the normal that permits family members to get together in creating a memorable experience together. Family holidays allow family members to get together through tourism. Usually, it is the task of parents to look for the best options for holidays for family members. As far as sports tourism is concerned, providing the best experience for family members is of priority, taking into concern all the constraints that must be endured, especially in selecting the sports tourism destination.

Structural Constraints

Among the three dimensions of constraint, the structural constraint has the biggest impact on tourist travel intention. As identified in previous studies, the most widely and significant structural constraints experienced by tourists are cost-and time-related constraints. Travelling, according to Kusumah et al. (2020) needs well-planned arrangements, particularly on financial funds and quality time. Indeed, income (Rudež, 2018) and costs (Monga & Zor, 2019) were identified as the prime factors that constrain tourists from travelling and major reflectors in determining the selection of tourism destinations. Income and budget constraints significantly influence the trend of tourism participation and tourism spending. As revealed by Brooner and de Hoog (2017) in their study of the relationship between income and tourism spending, the decision to travel is highly associated with disposable income, which mainly influenced individuals from the medium and high-income groups. Families of the low-income group are required to reduce the expenses on some trip attributes, such as shortening the duration of trips, getting affordable price lodging, or engaging in trips nearer to home. But in the case of a study in China, Cheng et al. (2013) reported that residents earning low income in China generally do not travel as frequently as those from the high-income group. Usually, these low-income earners choose to reduce the frequency of short-distance trips of less than 3km for destinations of preference. Yet, the duration of these short-distance trips is usually prolonged, much longer than the duration of travel engage by the high-income group. The major mode of travelling for the low-income group is public transport services to save costs.

According to Rudež (2018), income and individuals' preference to participate in tourism is positively connected. Brooner and de Hoog (2017) identified significant relationships between families' income and the trend of travel behaviour. Families earning a higher level of income prefer international tourism, whereby reduce the possibility of domestic travel. Also, families of the low-income groups are not in favour of trips to luxurious destinations. Besides that, the overall family consumption and finances' allocation of some families were affected by illness, mobility problems, and health-related

constraints (Proyrungroj, 2018), and this indirectly influence the family's decision to travel. Other barriers of structural factors that influence tourist travelling and choice of destination, according to Gao and Kerstetter (2016) were services of low quality, inadequate info, and limited company's sponsored holidays. Inadequate info was a prime barrier related to the selection of tourism destinations. Because of inadequate info concerning tours, accommodations, and destinations, tourists tend to modify their travel manners.

Intrapersonal Constraints

Health issue was regarded as a crucial intrapersonal inhibiting factor. According to Luiu et al. (2018), health issue significantly affects the travelling of elderly individuals and those with congenital disorder medical problems (Proyrungroj, 2018). Thus, elderly individuals and those with unhealthy ailments be likely to decrease their participation in activities and take avoiding action from creating troubles in gaining access to transport. Findings revealed that health impairments reduce the opportunities to experience travelling especially to destinations of interest. Senior individuals' tourism participation, as revealed by Huber et al. (2018), was highly influenced by the health wellbeing of individuals. Deteriorating physical and emotional conditions and lessened social engagement usually influence the psychological attributes of senior individuals, such as confidence, which were classified as intrapersonal constraints in tourism. To a wheelchair traveller, this is regarded as a major inhibiting factor to travel.

It was generally observed that women experienced higher levels of fear compared to men. According to Plaut et al. (2021), women's high perception of insecure feelings is linked to the physical characteristics of the environment. In their studies on alarming situations and the effects on women's travel behaviour, Stark and Meschik (2018) observed that the reasons that hinder women from touring were linked to their concern about personal safety and perception of being insecure in public areas. Besides that, women always keep away from engaging in evening or night trips, and rather travel in the morning because of fear of their safety. In this context, women always avoid walking trips and using public transport.

Interpersonal Constraints

A memorable family tourism experience increases parents' well-being (Miyakawa & Oguchi, 2021). Unfortunately, tourism products possess the characteristics of services (i.e., intangible, variable, inseparable, and perishable) which causes it difficult to evaluate the tourism products before experiencing them. The unavailability of pre-travel information and advertising are considered travel barriers by some tourism researchers (Otoo, 2014). Other organizational constraints identified comprised limited travel recommendations, especially by the travel agency, friends, and family, along with lack of income. Gao and Kerstetter (2016) included non-complete info on tourism and cultural shock as interpersonal barriers. For women with limited info, travelling far is not a frequent tourism routine. They usually travel to visit relatives staying in different areas. Furthermore, they perceived culture shock as a constraint during travelling.

Tourists purposely will avoid activity that is over physical demanding. Some tourists associated activity-based barriers with threat, skill requirements, and risk. Sufficient info on the definite physical demands and risks of sports activities that are considered risky and dangerous (Moktan, 2017) should be explained to tourists in facilitating them to overcome these intrapersonal barriers. Furthermore, a family's selection of sports tourism destination is of priority as parents are anxious for their children's wellbeing. The participation in sports tourism of family members has a positive influence on the sports tourism interest of other family members. Parents and siblings' active participation in sports would encourage children to share the same sporting interest at which a mother's participation in sports activity has a greater influence than the father on boys and girls (Coleman et al., 2008). In the case of elderly

family members, the support of the family for being active is essential to encourage their participation in sports via support from their family and friends (Booth et al., 2000). Kazeminia et al. (2013) stated that tourists regard interpersonal constraint as the most influential constraint for their participation in tourism. The same opinion was revealed by Gao and Kerstetter (2016), who identified the key factor that influenced the likelihood of participation in tourism as the unavailability of partners and friends to travel with.

METHODOLOGY

This study was participated by 243 families participating in sporting activities at Pantai Chenang, Pantai Tengah, Pantai Tanjung Rhu, Oriental Village (Skytrex Adventure), Gunung Mat Cinchang and Sungai Kubang Badak. Questionnaires were randomly distributed to family tourists. The questionnaire items were adopted from Crawford and Godbey's (1987) study on reconceptualizing barriers to family leisure, and Hung and Petrick's (2012) identification of how travel decisions are influenced by congruity, travel barriers, and self-efficacy. The hypotheses were verified by the Multivariate Analysis of Variance (MANOVA) test, at a significant level of less than .05.

RESULTS AND DISCUSSIONS

Reliability and Validity of Measurement Scale

Eigenvalues-greater-than-one identified the three dimensions for the measurement scale as structural constraints (30.09), interpersonal constraints (9.079), and intrapersonal constraints (6.936). The value of inter-item loading for each item was recorded as greater than .40. The overall reliability value for the 12 items of structural constraints was 0.85, while for the 11 items of interpersonal constraints was 0.88, and for the 20 items of intrapersonal was 0.95. For each dimension, the item-total correlation was recorded at a value of more than .45. Meanwhile, the value of skewness and kurtosis was ranged between the values -1 and 1.

Challenges of Structural Constraints Towards Family Sports Tourism

Table 1 displayed the structural barriers experienced by family sports tourists at Pulau Langkawi. High cost, time constraints, and planning were the evident challenges identified in family sports tourism at Pulau Langkawi. The most substantial identified structural constraints by tourists in determining tourism destination, as discussed in previous studies were cost and time-related constraints (Monga & Zor, 2019), which also appear to be the key barriers identified in this study. Family sports tourists disclosed that costly participation fee for sporting activities in Pulau Langkawi is the main challenge in family sports tourism. Costly participation fees denied family tourists from participating in sporting activities. Furthermore, some sporting activities require participants to buy proper attires or equipment to participate and this add-up to the barrier list, according to Monga and Zor (2019), consumers are serious about keeping account of monetary matters when hunting for an ideal vacation plan.

Globally, today's tourists expected a value family time on family tours, as lengthier job hours and uncountable interferences from the contemporary style of living prevent families from being together daily. Unfortunately, some family members experienced constrain of time to join other family members for sports tourism at Pulau Langkawi. The journey to Pulau Langkawi which is located in the far north-west of Malaysia consumes long hours, including an hour of ferry ride. Some family members could not spare longer time for sports tourism because of other commitments and according to Bozic et al. (2017), the unavailability to join for a trip could be due to family or work commitments.

Planning for family sports tourism is also a challenge as it involved many considerations to cater for the needs and expectations of each family member. The multiple family members' points of view should be considered in organizing more favourable family tourism opportunities (Miyakawa & Oguchi, 2021). Consideration must be focused on the needs of children, disabled family members, and senior citizens. As accessibility is the biggest barrier to enjoyable travel (Bauer, 2018), special detail considerations on accommodation, transportation, a menu of food and beverage, and types of sporting activities must be taken care of for families travelling with children, disabled family members, and senior citizens. Furthermore, as the main element in sports tourism is sports participation, considering suitable available sporting activities for family members at the tourism destination is of priority. Therefore, family travelling together needs to make a wise decision when they decide to participate in sports tourism as constraints might inhibit them to travel together. Furthermore, if one family member refuses to join in a trip, it could influence the mood and intention of the others to join. Lack of information and limited selections of family-friendly services such as accommodation, transportation, and sports facilities resulted in families being stressed out in planning for sports tourism.

Table 1: Statistics of Structural Constraint Challenges Towards Family Sports Tourism at Pulau Langkawi

	Mean	Standard Deviation	Percentage of Frequency (%)			
			Strongly Disagree	Disagree	Agree	Strongly Agree
The participation fee for sport activities is expensive	2.59	1.03	16.7	30.8	29.2	23.3
Do not have time because of family commitment	2.53	.935	15.0	33.3	35.8	15.8
The trip requires too much planning	2.48	.953	15.8	36.7	30.8	16.7
Family-friendly accommodation is not available	2.42	1.01	20.8	33.3	28.3	17.5
Do not have proper clothes or equipment to participate in some sports activities	2.39	.955	19.2	36.7	30.0	14.2
Sports facilities are not well maintained	2.38	.989	20.8	35.8	27.5	15.8
Do not have choice to choose sports tourism	2.35	.932	20.0	36.7	31.7	11.7
Lack of information about existing sports tourism	2.34	1.03	24.2	34.2	25.0	16.7
Poor weather	2.33	.956	21.7	35.8	30.0	12.5
Poor infrastructure	2.28	.952	22.5	40.0	25.0	12.5
Travel agency did not recommend Pulau Langkawi	2.28	.943	24.2	34.2	31.7	10.0

Challenges of Interpersonal Constraints Towards Family Sports Tourism

The interpersonal factors constraining family sports tourism, as shown in Table 2, were caused by different opinions among family members. Not all family members agreed to travel together to Pulau Langkawi, especially just for sports tourism purposes. After all, there were no recommendations from family members that Pulau Langkawi is a family-friendly destination for sports tourism. As highly recognize, Pulau Langkawi is famous for its sporting activities and extreme outdoor sports have been highly in demand by today's sports tourists. At Pulau Langkawi, sports tourists could experience the thrill of a lifetime as they engage in challenging adrenaline-packed sporting activities organized around the natural and challenging landscape. This adrenaline-packed sporting experience may be a thrill for some family members but not for most children, women, and elderly members. Hence, some family members refused to join other members in sports tourism at Pulau Langkawi.

Female family members generally experienced higher levels of fear compared to the males in sports tourism settings. This insecure feeling among females is associated with the physical setting of the environment (Plaut et al., 2021). Surrounded by the natural and challenging landscapes, Pulau Langkawi offers many sporting activities organized at its adventure and extreme park, waterfall and deep-water cave, dive site, mangrove Geopark, and the open sea. As so, the family’s consideration of Pulau Langkawi as a choice of family sports tourism destination needs precise thought as children, females, and elderly members’ safety is a priority. Precisely, females avoid sports tourism for the fear of personal safety such as sexual violence and criminal incidence.

Table 2: Statistics of Interpersonal Constraint Challenges Towards Family Sports Tourism at Pulau Langkawi

	Mean	Standard Deviation	Percentage of Frequency (%)			
			Strongly Disagree	Disagree	Agree	Strongly Agree
Some family members do not want to travel together for sports tourism	2.53	1.04	18.3	32.5	26.7	22.5
Some family members do not want to travel specifically for sporting activities	2.51	1.004	15.8	39.2	23.3	21.7
Family members did not recommend Pulau Langkawi	2.43	1.002	20.0	34.2	28.3	17.5
Discouragement from family members to travel to Pulau Langkawi	2.24	.889	20.8	43.3	26.7	9.2
Some family members do not enjoy recreating with other people	2.10	.938	28.3	44.2	16.7	10.8

Challenges of Intrapersonal Constraints Towards Family Sports Tourism

Table 3 listed the intrapersonal challenges experienced by family sports tourists at Pulau Langkawi. Some families were denied the opportunity to join some sporting activities due to the physical demand of the activities. In nature, sporting activities are specific challenging activities that require physical and mental strength and endurance. It is an organized competitive physical activity that requires the participant to possess specific skills and a high level of dedication and enthusiasm. Activity that requires a high level of physical demand and comprises potential risk particularly to kids and ageing adults was revealed by Moktan (2017) as a major challenge in sports tourism. For prospective tourists, the journey, skill, and physical demand related to sporting activities may be a restraint rather than a driving force, especially for families travelling with children, elderly adults, and health constraint members, as observed among most family sports tourists at Pulau Langkawi.

Some families missed the excitement to engage in some sporting activities as considerations were given to the non-comfortability of some family members to join strangers in sporting activities. This intrapersonal barrier is reflected by the family member self-psychological status and qualities. It affects the family member’s psychological status and influences the development of sports participation preference. It creates an uneasiness among some family members to participate in sporting activities with others, other than their family members. Elderly family members, for example, lost confidence to participate in sports tourism with strangers as they are aware of their health conditions.

Fear of crime incidents at the sports tourism destination and the thought that sports tourism is risky were also pointed out by family sports tourists as intrapersonal challenges in sports tourism at Pulau Langkawi. Families fear of crime incidents is obvious as previous findings have verified an

extreme victimization rate experienced by tourists. A larger number of studies of crime against tourists have revealed that tourists are mainly victims of robbery, theft, and stolen vehicles and to a small degree, crimes with elements of violence, such as an attack, rape, and homicide (de Melo et al. 2018).

Generally, sporting activities have always been labelled as risky. The most identified constraint of sports activities by tourists in danger, skill-oriented, and risk. Amongst the family sports tourists, children and elderly adults are considered the vulnerable family members who are prone to sporting activities participation risks. The assumptions are they might not possess the required physical and mental skills to perform sporting activities, especially in extreme sports. For those with illness, mobility problems, and health-related constraints, the chances of exposure to participation incidents are higher. Sports tourism operators should ensure that families are provided with adequate and appropriate information on the exact physical requirements and risks of each sporting activity to guide them in overcoming the challenges, as suggested by Moktan (2017).

Table 3: Statistics of Intrapersonal Constraint Challenges Towards Family Sports Tourism at Pulau Langkawi

	Mean	Standard Deviation	Percentage of Frequency (%)			
			Strongly Disagree	Disagree	Agree	Strongly Agree
Sporting activities are physically demanding for some family members	2.48	.917	15.0	35.8	35.0	14.2
Some family members are uncomfortable to join strangers in sporting activities	2.46	.906	15.0	39.2	32.5	13.3
Some family members are fear of crimes at the destination	2.46	.942	15.8	40.0	28.3	15.8
Some family members think that sports tourism is risky	2.45	.894	15.8	38.3	34.2	11.7
Some family members think that sports tourism is a waste of time	2.35	.984	20.8	39.2	24.2	15.8
Some family members are shy to participate in sporting activities	2.33	.882	16.7	44.2	28.3	10.8
Some family members are not happy in social situation	2.23	.855	22.5	45.8	24.2	7.5
Some family members refuse to participate in sporting events because of cultural reasons	2.22	.881	22.5	40.8	29.2	7.5
Health related restriction	2.22	.891	20.8	46.7	22.5	10.0
Family members do not know what to expect from sports tourism activities	2.21	.934	25.8	36.7	28.3	9.2
Sports tourism is tiring	2.19	.853	21.7	44.2	27.5	6.7
Some family members have doubts and fear about sports tourism	2.19	.901	23.3	43.3	24.2	9.2
Some family members are not in the mood to travel	2.17	.941	25.0	44.2	19.2	11.7
Some family members are afraid of the water and ocean	2.16	.917	26.7	39.2	25.8	8.3
Some family members do not have the skills to take part in sporting activities	2.16	.820	20.8	48.3	25.0	5.8
Fear of prejudice from other tourists-based on racial identity	2.15	.876	23.3	46.7	21.7	8.3

Some family members feel embarrassed to involve in sporting activities	2.12	.918	28.3	40.0	23.3	8.3
Participating in sports tourism is too stressful	2.07	.847	25.8	48.3	19.2	6.7
Some family members are too old for sporting events	2.05	.868	28.3	45.0	20.0	6.7

Challenges of Structural Constraints Towards Family Sports Tourism in Terms of Family Income Groups

The MANOVA test failed to record significant variances for the structural constraints that influenced family sports tourism in terms of family income groups, Wilks' $\Lambda = .760$, $F(24, 212) = 1.299$, $p = .167$. It could be concluded that families irrespective of income levels experienced the same structural challenges in sports tourism. The structural barriers experienced by family sports tourists at Pulau Langkawi included cost-, time-, and planning related constraints. Previous findings on tourists' perception of the most common and substantial structural barriers are cost and time-related constraints. In this study, the level of income did not affect the trend of structural barriers experienced in family sports tourism, although it was identified by Gao and Kerstetter (2016) as a prime barrier in tourism and a major determinant of the choice of tourism destination. A precise explanation by Brooner and de Hoog (2017) stated that the decision to travel is highly associated with disposable income, which mainly influenced individuals from the medium and high-income groups. Meanwhile, families of low-income groups reduce the expenses on some tourism attributes, such as reduced duration of travel, and stay at cheaper lodging.

Challenges of Interpersonal Constraints Towards Family Sports Tourism in Terms of Family Income Groups

The result of the MANOVA test verified no significant difference between family income groups on the challenges of interpersonal constraints towards participation in family sports tourism, Wilks' $\Lambda = .878$, $F(22, 214) = .653$, $p = .881$. Interpersonal constraints arise from social interaction with others, including family members' interest (Bozic et al., 2017) to participate in activities. In this study, it is believed that some family members, regardless of family income levels refused to travel together for family sports tourism, while some prefer other activities as well besides participating in sporting activities at Pulau Langkawi. The non-attendance of other family members could deny the rest of the family members to enjoy team-based sporting activities. Thus, failure to get other family members to travel along would deter the family's intention of participating in sports tourism. Possible reasons for this negative experience could be possible because of subjective assessments of security and hygiene considerations, social pressure and responsibility, destination image, uncertainty, and behaviours of destination communities, as identified by Kock et al. (2019).

Challenges of Intrapersonal Constraints Towards Family Sports Tourism in Terms of Family Income Groups

The statistical MANOVA test did not identify any obvious differences in the intrapersonal constraints experienced in family sports tourism, Wilks' $\Lambda = .635$, $F(40, 196) = 1.248$, $p = .165$. Therefore, it could be assumed that intrapersonal barriers placed the same level of effects on the experience of family sports tourists at Pulau Langkawi, irrespective of family income groups. The source of intrapersonal constraints originated from a person's traits and these inner psychological attributes toward participation in sports tourism, as listed by Kruger and Douglas (2015), including personal skill, the previous social experience of activities, attitudes of reference members, mental health, cultural belief, shyness, and fear. The families pursuing sports tourism at Pulau Langkawi have

negative perceptions of physical demanding sporting activities. Like other tourists, family members often linked sporting activities with threats, skill requirements, and risk. As Pulau Langkawi mainly offers extreme-based sporting activities, this negative thought denied them from engaging in most sporting activities for the sake of the well-being of the young and elderly members.

CONCLUSION

Despite what people are saying, having a family does not put out sports tourism as an adventure. Sports tourism is one of the most rewarding and memorable events a family can do together. Participating in active, event, and nostalgic sports tourism is an experience that has no age bracket. A family trip comes with its own set of needs and challenges, which is why there are a lot of challenges to be considered in selecting a sports tourism destination. As much as challenges in tourism are concerned, the level of structural, interpersonal, and intrapersonal challenges experienced by family sports tourists at Pulau Langkawi is similar, regardless of family income groups.

These days, individuals are more aware of the choice of destinations and attractions, have surplus spendable cash, and require some leisure time to break free from a monotonous stressful lifestyle. These trends contributed to more individuals travelling either for a relaxing break or for some psychological and social reason such as to participate in sporting events. The growth of the family tourism sector is obvious, and the needs are unique and diverse. All families have different needs, especially those engaging in more multi-generational and extended family tourism. If the sports tourism business can understand the trend of family tourism especially in minimizing families' hassles and disagreements over better planning, success will follow as the market of family sports tourism is economically significant and forecasted to expand in the coming years. The sports tourism business demands a thorough understanding of the complex purchasing decisions as families purchasing behaviour are becoming more democratic sensible, whereby the choice of destination and sporting activities are considered amongst family members, including children. Past studies have revealed that besides pursuing their well-being through tourism, parents do seek out educational benefits for family members (Lehto et al., 2017). Further studies are advisable in this scope as the prospect of family adventure for sports tourism rests in securing the various needs of children and adults of different ages, from diverse ethnic backgrounds, and with diverse family structures. Future research should focus on various types of family sports tourism and various family group composition as this would assist researchers to deepen their knowledge of the benefits of family tourism.

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