

# Malaysia Destination Image After Crisis Recovery: Factors Influencing Asian and European Tourists' Visit Intention

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## ABSTRACT

Destination crisis management has become important since tourists highly concern about their safety during travelling which indirectly impacted their perception and decision making. This study aims to identify the influential factors on Asian and European tourists, and to determine the role of destination image towards their visit intention after post-crises recovery. The segmentation is supported by three factors; physical factors, socio-psychological factors, and financial factors, with destination image as the mediator. Quantitative approach using paper-based questionnaire was conducted during data collection and 426 respondents were selected based on convenience sampling. Data analysis has indicated physical factors as the main factor that influenced tourist's visit intention, while destination image significantly affected tourists' visit intention and significantly mediated between the relationship of the factors and visit intention

## Keywords

Asian and European, Destination Crisis Management, Destination Image, Travel Motivation, Visit Intention

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## Introduction

Travel industry is characterised by World Tourism Organization (UNWTO) as a movement of individuals that remain in their unfathomable spots for a period of time, with the differences in terms of expecting the complimentary time, business, and purposes. UNWTO is a United Nations' organisation that liable for advancement and promoting all-around open travel. Today, travel industry is one of the quickest developing financial divisions in Malaysia and has become the principle reason of financial advancement inside its general public. In view of Dato' Haji Zainuddin Bin Abdul Wahab, the Senior Director of Strategic Planning Division in Tourism Malaysia, the primary portion of 2019 indicated that Malaysia has expanded the development of traveller appearances and opposed the amount of the earlier year, with the increments of +4.9% to 13.4 million (12.7 million. in 2018). From the significant market, for example, Brunei (627,112, - 12.0%) and Taiwan (186,197, - 2.8%) have recorded a negative pattern together with the few markets from European nation. The countries such as Singapore (5,381,566 +3.6%), Thailand (990,565, +4.2%), Indonesia (1,857,864, +15.0%) and Saudi Arabia (50,198, +17.3%) have recorded an expansion development of traveller with the increment of +6.8% to RM41.7 billion. In terms of customary markets, Singapore (RM11.6 billion, - 13.9%), China (RM7.1 billion, (RM7.1 billion., +22.5%) and Indonesia (RM5.7 billion., +17.5%) for examples can be considered as the primary supporters.

Unfortunately, Malaysia Tourism Statistic in 2018 has stated its travel industry as confronting a difficult time with the decrease of traveller, particularly among Asian and European sightseers from 2014 until 2019. The measurement shows that vacationer appearances tumbled from 26.76 million out of 2016 to 25.95 million out of 2017, and afterward fall again to 25.83 million a year ago. According to the data, there is 23.36 visitor's appearance coming from Asian nations in 2015, which stated an

increment of 1.36 thousand between 2015 to 2016, and begin to face a decline until 2018. Meanwhile, vacationer's appearance from a European nation reliably decline from 2015 from 1 million to 987.2 thousand out of 2017 and managed to regain the increment to 1 million out of 2018. In any case, diminishing of visitors may be caused by two Malaysia Airlines crash in 2014, which brought Malaysia as one of blacklisted destinations (Citrinot, 2019)

In travel industry, crises could be one of the genuine and significant issues that must be prevented. Occurrence of emergencies can cause traveller discernment that change the goal for a travel industry. The dangers and potential for vacationers to visit the spot will influence their movement of inspiration and obstruct them to return to the travel industry goal on account of the uncertain inclination (Mat Som, Chai Aun, and Albattat, 2015). This is one of the issues that could be a feature in the travel industry. A model, which is based on the lamentable vanishing of the Malaysia Airlines flight MH370 has influenced the quantity of traveller appearance particularly among Chinese guests, which thus concluded that these frequencies have influenced the general vacationer appearance and receipt to the nation (Salehuddin, Zahari, and Hanafiah, 2017). A destination image that experiencing emergencies will have a long-haul impact, offering damage to the notoriety of collaboration includes, downsizing destination image, and requires an increment in terms of responsibility by many expertise, including financial specialist (Breitsohl and Garrod, 2016).

## Literature Review

### 2.1. Travel Motivation

Travel inspiration is the internal state of an individual or certain necessities and requirements of the explorers that can be considered as a champion among the most basic mental effects of visitor conduct. Traveller inspiration can be characterised "as the worldwide coordinating system of

natural and social powers which provides worth and guidance to travel decisions, conduct, and experience" (Pearce, Morrison and Rutledge, 1998). Considering travel inspiration has reliably been a basic factor for the movement business the board. Travel motivation is related to a great deal of necessities that becoming as a reason for a voyager to participate in any movement industry. Travel inspiration is uncertain and subjected to change because of the envisioned and inconsistency of inside and external events such as an emergency, catastrophe, fiasco, and others. It is an accomplishment for travel industry in maintaining the proportion of vacationer advancement (Butowski, 2017).

## 2.2. Physical Factor

This is a factor in the abiotic condition that impacts the development and improvement of life forms of natural networks. The significant finding of the examination reveals that money and physical components of human weakness have an imperative employment to choose the level of vulnerability of nuclear family to the fiasco which affected by tornados and storm floods. The assessment found that the level of the frailty of nuclear families changes with the distinction in its physical (Hossain, 2015). To summarise things, the segments that effect lodging rates can be consolidated into four sorts of physical factors, which are room size and workplaces, lead factors, for instance, when to save the spot and status to pay for additional organization, quality segments, for instance, star rating, and various factors, for instance, monetary execution and number of traveller appearance (Al, L. Masiero et, 2015)

## 2.3. Socio-psychological Factor

The association between mental variables and the physical body can be affected by social factors, which are the effects that mediated through mental understanding. Cases related to psychosocial segments join social assistance, melancholy, marriage status, social unsettling influence, misfortune, work environment, cultural position, and social coordination (Upton J. Springer, 2013) The individual or rather mental qualities incorporate with character, needs, and motivation. In the interim, the social attributes join with several factors including the effect of family, reference get-togethers, social establishment, and social establishment. In this way, purposes behind visiting goal picture would depend upon the mental similarity as social components. Persuading factors, for instance, throbbing for enthusiastic incorporation, energy, guidance, and loosening up has a significant duty towards the impression of vacationers visiting goal pictures (Styldis, 2015)

## 2.4. Financial Factor

This is a factor that levelled on a size of estimation for the accounts or money related circumstance of an individual or association (Stevenson, 2011) Past test examinations exhibit that movement industry activities could overhaul monetary advancement. In any case, there are extra examinations that shows the backwards, where money related advancement could be similar with manner contributed towards the travel industry improvement (Mulok, 2015). The movement

business is one of the fastest creating endeavours in the administrations zone and the second most noteworthy GDP (GOP) in this very contributing industry. This industry performed decidedly as reflected in the advancement of vacationer appearances and the travel industry receipts (Karim, 2015)

## 2.5. Destination image

The destination image is a theoretical picture that potential guests have in their brains. Everyone has an alternate picture of a specific goal, contingent upon their past information which dependent on statistical data points just as suspicions and sentiments towards the goal (Martens, 2016). One of the significant components that affect the vacationers to pick one vacationer excursion spot over the other is a goal picture. Goal photograph plays out a fundamental capacity in a visitor's purchase-related decision making and their fulfillment. A destination image moreover is an intelligent arrangement of musings, assessments, sentiments, perceptions, and aims towards a goal. A far-reaching image of the goal is molded by a method for the connection between these components (Kani, Abdul, Sambasivan, and Bojei, 2017). A destination could be engaged with a startling emergency. The destination image is a dynamic picture where potential guests would have in their psyches. The emergency impacts every one of the parts of movement inspiration and gives a major effect on the travel industry. An emergency could be separated into three sorts, namely quick emergencies, rising emergencies, and supported emergencies. A case of a travel industry destination in Malaysia that includes quick emergencies was happened in Terengganu, when the state had encountered huge flooding from December 2014 until January 2015 (Krai et al., 2017).

## 2.6. Intention to Visit

The expectation of vacationer to visit a destination is dependent on interior or outside variables that impact their movement inspiration of visiting a spot (Wong, Lee, and Lee, 2015). Travellers will consider the apparent hazard to visit a goal and this is also dependent on the present circumstance and dangers to do the visit. Vacationer frequently pick various goals on the off chance where they would see travel as to be less fulfilling a direct result of genuine or the of saw dangers (Garg, 2015). The decrease in guest numbers were generally significant during and after the money related crisis, which indirectly shows the development in the affectability of vacationers toward their financial crisis-based compensation fluctuations, which causing changes in their development director (Lu, Chen, and Kuo, 2018).

2.7. Theoretical Framework

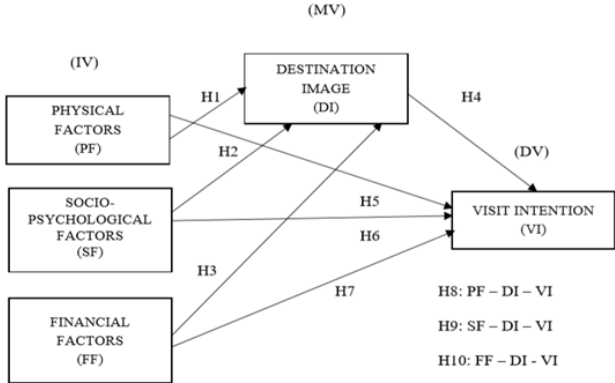


Figure 1. Study Framework Adopted from (Chew & Jahari, 2014)

Methodology

The research design is the arrangement of the exploration extends that can be a rule for the examination to gather information and break down their examination. Research design can be characterised as a rule to guarantee the data gathered as to be significant and helpful. The proper research design will guarantee the examination of leading adequately. Quantitative research is the methodology utilised in this examination in order to get information and investigation of the exploration. Quantitative research centres around a factual examination of numerical information gathered utilise enormous scale of overview that inquire about the use of strategy, for example, the surveys. These examinations would include an enormous example size which helps the researcher to attain a progressively arithmetical controller for speculation of the discoveries. In the quantitative methodology, the researcher fundamentally disperses to answer a portion of the exploration questions. The objective populations for this examination targeted on the Asian and European vacationers, who are visiting Kuala Lumpur's principal fascination territory. The measure of these populations in Malaysia evaluated around 25.83 million of appearances (Tourism.gov.my, 2018). The researcher's example criteria are consisting of Asian and European visitors, ranging between the ages of 18 to 65. Appropriate determination of test criteria will enhance the outside and interior legitimacy of the examination. The sample size is the number of target respondents that are chosen among the populations while dispersing the survey questionnaire. The measure of the populations in Malaysia assessed around 25.83 million travellers in the wake of evaluating Asian and European vacationer appearance by utilising Krejcie and Morgan's table, which dependent on the population. 384 number of surveys should be gathered which urges the researcher to figure out how to gather 426 questionnaires to avoid from dismissed surveys.

Results

4.1. Profile of Respondents

Table 1 Respondents Profile

Items		Frequency	Percentage %
Gender	Male	216	50.7
	Female	210	49.3
Country of Origin	Asian	179	42.0
	European	247	58.0
Age	Below 20 years old	72	16.9
	21-30 years old	193	43.3
	31-40 years old	109	25.6
	41-49 years old	34	8.0
	50 years old above	18	4.2
	High school graduate	29	6.8
Level of Education	College/Diploma	126	29.6
	Bachelor/Degree	222	52.1
	Post-graduate studies	47	11.0
	Graduate degree	2	.5
Monthly Income	<USD 500	131	30.8
	USD 500-1000	82	19.2
	USD 1001-2000	44	10.3
	USD 2001-3000	74	17.4
	USD 3000+	95	22.3
	Single	343	80.5
Marital Status	Married	81	19.0
	Other	2	.5
Placed of Visit	Johor Bahru	17	4.0
	Kedah	23	5.4
	Kelantan	2	.5
	Kuala Lumpur	237	55.6
	Malacca	22	5.2
	Pahang	25	5.9
	Perak	10	2.3
	Penang	24	5.6
	Putrajaya	8	1.9
	Sabah	5	1.2
	Sarawak	4	.9
	Selangor	36	8.5
Number of Previous Visit	Terengganu	13	3.1
	1-2 times	242	56.8
	3-4 times	95	22.3
	5-6 times	22	5.2
	7-8 times	4	.9
	9 times and above	63	14.8
Travel Arrangements Method	Group package tour	46	10.8
	Non-group package tour	116	27.2
	Individually	244	57.3
	Other	20	4.7
Source of Information	Magazine	19	4.5
	Newspaper	17	4.0
	Internet	252	59.2
	Word of mouth	105	24.6
	TV	16	3.8
	Other	17	4.0
Purpose of Visit	Holiday	295	69.2
	Business trip	36	8.5
	Visiting family/friends	65	15.3
	Other	30	7.0

In view of Table 1 of this research, majority of the respondents are male which represented 50.7% (N=216) though the equalisation of 49.3% (N=210) are female respondents, which 42.0% (N=179) are from Asian and 58.0% (N=247) are among the European. It happens because during the assortment information, European are progressively agreeable, and their responds are also contrasted with Asian travellers who have a language boundary for correspondence. Additionally, the information was gathered during the high appearance of European travellers. Next, practically half (43.3%) of the respondents are ranging from the age scope of 21 to 30 years of age (N=193), who additionally affected the outcome for normal monthly payroll, which is 30.8% (N=131) or less than USD 500. This is because most of respondents are gathered among understudies who visit Kuala Lumpur fascination territory and joining trading understudies programme under government or private college in Malaysia. Thus, five vacationer set of visit in Malaysia are Kuala Lumpur, which accounted to 55.6% (N=237), trailed by Selangor 8.5% (N=36), Pahang 5.9% (N=25), Penang 5.6% (N=24), and Kedah 5.3% (N=23). The details are based on the information gathered around Kuala Lumpur fascination region, which acts as one-stop focus to get to the open transportation to different nations. Besides, the traveller

from Europe likes to visit ecotourism goals, for example, Pulau Langkawi at Kedah and Cameron Highlands at Pahang. Next, practically half (59.2%) of the respondents get the wellspring of data about Malaysia from web (N=252), as the platform shows the detail information regarding local travel industry by providing a decent translation and accessible data about Malaysia. This simultaneously leads to travel course of action strategy which the outcomes show the greater part of respondents travel independently with the percentage of 57.3% (N=244).

### 3.2. Descriptive statistics

**Table 2** Descriptive Statistics

Variables	N	Mean	Std. Deviation
<b>Physical</b>			
Adequate accommodation	426	3.98	.898
Climate	426	3.58	.769
Accessibility of destination info	426	3.88	.755
Available of public transport	426	3.76	1.012
General infrastructure	426	3.93	.865
<b>Socio-psychological</b>			
Scenery and exotic experience	426	3.96	.837
Attractiveness of culture and historical	426	4.01	.807
Relaxation environment	426	3.92	.840
Self-rejuvenate	426	3.74	.782
Pleasure seeking fantasy	426	3.79	.842
<b>Financial</b>			
Affordable accommodation costs	426	4.04	.908
Good currency exchange	426	3.88	.879
Offered affordable price for shopping	426	4.10	.857
Affordable transportation costs	426	3.81	.914
Perceived good value exchange	426	3.90	.841
<b>Destination image post crises</b>			
I generally perceive Malaysia as a safe destination	426	3.98	.930
I believe the crises are isolated and temporary	426	3.82	.837
I am aware of recent crises that occurred in Malaysia	426	3.61	.872
I believe the relevant authorities have taken necessary action to prevent future crises	426	3.76	.832
I will recommend highly of this tourist destination to my friends/family	426	4.06	.790
<b>Intention to visit</b>			
The accommodation facilities in Malaysia are sufficient	426	3.92	.901
Malaysia has rich and quality leisure facilities	426	3.78	.865
The environment in Malaysia is orderly, clean and hygiene	426	3.63	.935
In Malaysia, the natural environment is protected in a good way	426	3.60	.894
Malaysia is a global brand in tourism	426	3.69	.894
Tourism in Malaysia is well planned	426	3.76	.818
Malaysia offers historical and cultural attractiveness	426	3.90	.820
Malaysia has a wide variety of local food and beverages	426	4.20	.847
Malaysia is helpful and hospitable	426	3.98	.965
The destination is safe and secure	426	3.85	.915

Table 2 shows the results for descriptive statistics for the item of travelling motivation, intention to visit, and mediating variable. Physical factors variable section shows that most of respondents agreed with the item of adequate accommodation, by indicates the highest median of 3.98 that signifies Malaysia as to have enough place to stay. However, they are less agreed with the climate in Malaysia as per stated by the median value of 3.58, and this is because Malaysia only have two monsoon seasons as compare to their country. Next, socio-psychological factors in the variable section shows that most of respondents are having their visits to Malaysia due to the attractiveness of culture and historical, with 4.01 as its median value. It proves Malaysia as still maintaining and sustaining its cultural and original identity. On the other hand, financial factors variable section shows respondents who agreed with the item stated Malaysia offered affordable price for shopping with its median of 4.10. In addition, results show destination image post crises variable section for the item I will recommend highly of this tourist destination to my friends/family as getting its median value of 4.06, thus signifies Malaysia managed to overcome the crises with good solution and implementation in order to attract tourist visit. Lastly, intention to visit variables section hold 4.20 as its median, and this indicates that tourist agreed with the item of Malaysia has a wide variety of local food and beverages. The result shows food as one of the elements that

could give huge impact for tourist to choose Malaysia as their tourism destination.

### 3.3. Correlation testing

**Table 3** Correlation Testing

Hypothesis	Remarks	Pearson Correlation	Strength
H1: There is a relationship between physical factors and destination image	Supported	.570**	Moderate
H2: There is a relationship between socio-psychological factors and destination image	Supported	.588**	Moderate
H3: There is a relationship between financial factors and destination image	Supported	.490**	Moderate
H4: There is a relationship between destination image and intention to visit	Supported	.765**	High
H5: There is a relationship between physical factors and intention to visit	Supported	.515**	Moderate
H6: There is a relationship between socio psychological and intention to visit	Supported	.514**	Moderate
H7: There is a relationship between financial factors and intention to visit	Supported	.343**	Small but definite relationship

### 3.4. Multiple regression testing

**Table 4** Multiple regression testing

Hypothesis	Remarks	Path Description ( $\beta$ )	Strength
H8: Destination image mediates the relationship between physical factors and intention to visit.	Supported	11.485	Positive
H9: Destination image mediates the relationship between socio-psychological factors and intention to visit.	Supported	11.159	Positive
H10: Destination image mediates the relationship between financial factors and intention to visit.	Supported	15.436	Positive

## Discussion and Conclusion

### Discussion

Objective 1: To identify the factors that influence Asian and European tourists' visit intention to Malaysia after post crises recovery.

From the analysis, all the relationship was supported but in different strength. Physical factor was the highest with moderate strength of relationship towards Asian and European tourists' visit intention. Based on the analysis, many tourists agreed Malaysia as a country that supply good serving hospitality product to the customer, which had positive effect and indirectly makes tourists to have their visit intention to Malaysia. In contrast, socio-psychological as the second factor has a moderate strength with its coefficient value of  $\beta = .514$ , while financial factor has the lowest beta with only  $\beta = .343$ , and indirectly shows financial as to have small relationship with factors of visit intention. The analysis in this section has an overall supported hypothesis, consisting of the fifth, sixth and seventh, as per supported by Quintal and Polczynski (2010; Yoo, Yoon and Park (2018); and Tavitiyaman and Qu (2013). Therefore, research question one is answered and research objective one is accomplished.

Objective 2: To determine the relationship between destination image towards the visit intention among Asian and European tourists after post crises recovery.

From the research analysis findings and from the answers to the research Likert scales questions in determining the relationship between destination image towards the visit intention among Asian and European tourists after post



crises recovery in Malaysia, there is a positive relationship between destination image and visit intention which has high contribution to tourist visit intention with coefficient value of ( $\beta = .765$ ). It was supported by Mat Som, Chai Aun and Albattat (2015), who get the same results which indirectly show tourists as concerning Malaysia as a safe destination and they have visit intention to destination image even though the destination had involved with crisis. The analysis in this section has supported the fourth hypothesis. Therefore, research question two is answered and research objective two is accomplished.

Objective 3: To examine the mediating effect of destination image between the relationship of factors that influence the visit intention after post-crises recovery.

From the research findings and from the answers gained through the research Likert scales questions, this study shows destination image as positively affected since the mediating factor between the relationship of factors (physical, socio-psychological and financial) that influence the visit intention after post-crises recovery is supported by Chew and Jahari (2014). It proved destination image as capable to help in improving the results between each variable in factors and intention to visit. The analysis in this section has supported the eighth, ninth and tenth hypotheses. Therefore, research question three is answered and research objective three is accomplished.

### Conclusion

In this research, it was led to have a superior cognizance of Malaysia's goal picture after emergency recuperation towards factors impacting Asian and European travellers' visit expectations and spotlight on the factors which are physical elements, socio-mental and financial variables incorporate with destination image towards the intention to visit. Next, this research was having a ton of past research and much data about components related to post emergencies which impacting the travellers' intention to visit Malaysia as well as assisting different analysts to understand each one of the factors. All things considered, this would help the Malaysian Government, particularly the travel industry to examine and solve the problem in the future.

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