



## Youth in event tourism: lesson learned from visit Malaysia year 2007

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#### ABSTRACT

Youth tourist is gaining more recognition in tourism marketing and product development in developing countries. Besides being an individual who favours cheap travel, free street shows, and non guided tours, youth tourist also desires to experience expensive events. However, youth in event tourism in Malaysia is hardly discussed, leaving the capabilities of this event unexplored. One of the Malaysian initiatives to enhance tourism, including youth is the Visit Malaysia Year 2007. Based on a case study of 130 respondents, this article draws the perspective of youth tourists' perspective as fans of event tourism. The findings showed that forms and event suitability act as the mediators that encouraged youths' participation in event tourism. In planning future event tourism, youth as fans should be transformed in more discern promotional campaign, as knowing who youth of event tourism are will define their desires and actual travel capabilities.

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### Introduction

Youth tourism is one of the growing segments in recent years, yet is among the untapped tourism market in most of the developing countries. Youth tourist is growing rapidly due to changes of global socio-demography, low cost travel and widespread of backpacker's culture including dance culture (Reisinger & Mavondo 2002; Firth & Hing 1999; Ryan & Mohsin 2001; Sellars 1998). In fact, youth demand in various activities may helps strengthen both the international and domestic market. In fact, one of the possibilities to expanding the tourism market is to strengthen its roles in event tourism. This is because, through event tourism, whether of international or national standard, youth can helps generate economic growth, increase employment, increase international arrivals and at the same time, strengthen local culture and promote domestic tourism (Vogt 1976; Ritchie, 1984; Getz, 1997, 2008).

Although there are substantial literatures in event tourism, it hardly provides the perspective of youth roles in event tourism. Event tourism, as deliberated by renowned scholars, involves a variety of issues and research locality (Getz 1997, 2002, 2008; Riley, 1988). There exist four major themes in event tourism, namely the economic impact, behavioral studies of large and world event including motivations of attendees, marketing, place identity and promotional as well as planning issues (Stokes, 2008; Williams et al., 1995, Buch, 2006; Scott, 1996; Baum & Lockstone, 2007; Bramwell, 1997). Youth tourism studies in recent years also tend to explore specific international sport events, small scale sports, backpackers and youth at national level (World Tourism Organization, 2008; Tourism Australia, 2010; Firth & Hing, 1999). However, not much work on efforts to elaborate youth involvements in event tourism particularly in dealing with the year-round event in developing countries. Being one of the infancy in tourism sector in most developing countries, youth tourism, provides a limited understanding on the demand and travel pattern, putting aside their exploration in

the event tourism, particularly in thematic events of the country or destination. Hence an empirical study in developing countries may provides real evidence for event development and planning, and therefore fills the gap of knowledge in youth roles in event tourism.

As for Malaysia, event tourism is becoming a priority, regardless of various new product development initiatives being taken in each state. The Visit Malaysia Year 2007 is a 'peak of a travel events' during the celebration of the 50 years the country achieves an independence and nationhood. It is reported that the Malaysian government expected to woo 20 million foreign tourists and earn 44.5 billion ringgit (12.36 billion U.S. dollars) worth of tourist receipts, giving a boost to the growth of national economy and the development of tourism-related industries (Lihua, 2007). During the VMY 2007, a total of 50 major events were showcased throughout the country, enabling visitors to witness a unique multi-racial and multi-cultural tourism activities and lifestyles of the country. Among the events are the Floral Fest in Kuala Lumpur, Dragon Boat Racing in Penang, and Rainforest Musical Festival in Sarawak and Eco-challenge in Pahang National Parks. Most importantly, VMY 2007 was spatially distributed at various level, be it at international, national and local level.

Nevertheless, efforts in encouraging young people to participate in event tourism in the country have not been proven successful, because segment of youth tourist is difficult to verify with a complete and comprehensive statistics. Based on the youth development index, the domain of leisure time used is low, and surprisingly, the measurement is mostly for leisure time not associated with tourism activities (Ministry of Youth and Sport Malaysia, 2006). The index also showed that leisure time is only a 'fair measure' of youth involvement in tourism, as it included only three aspects of leisure, leaving doubts of what constitutes their real involvement. This is because, significant involvement of youth in developed countries was found to be

ranging from an ordinary tourist to a successful businessmen, organizers and volunteer workers.

In fact, the literature of tourism in Malaysia explored a limited aspect of event tourism and youth tourism (Mat Som, et al. 2006; Baharuddin, et al. 2009). As for youth tourism, a study carried out by Badaruddin et al. (2009) focused on the trend of youth tourists in general, while Taiyab (2005) pointed out the underlying factors that limit the spread and growth of youth tourism, and Simanjuntak & Haliza (2009) explored on the interest of youth in responsible tourism. Meanwhile studies in event tourism is growing gradually, and topics of research include the small scale sport event (Yusof, et al., 2009) and Habibah, et al. (2008) explored on the hosting of Visit Malaysia Year 2007 with special attention of youth participation and family markets.

Based on the changing scenario of tourism competitiveness and more importantly the limitation of youth study in event tourism, this untapped segment needs to be explored, developed and managed in a sustainable manner. It is the intention of this paper to look into youth as fans of event tourism, with the special emphasis on the Malaysian experiences in Visit Malaysia Year 2007. Thus, this paper is presented in three parts especially to discuss the question posed here: Can youth tourists become the fans of event tourism? Is the event tourism, particularly the Visit Malaysia 2007 capable of fulfilling the youths' needs? What are their needs when visiting or getting involved in event tourism? What are their suggestions to strengthen youth involvement in event tourism in the country? Overall this article hopes to provide an empirical contribution on how youth as fans can be part of sustainable event tourism.

#### **Defining youth tourist in event tourism**

It is not the purposes of this paper to debate youth tourist and event tourist, yet it worth noting their characteristics and behaviors. Although many stakeholders have long recognized youth market as a catalyst for tourism development (Adler 1985; Clarke 1992; Reisinger & Mavondo 2002; Getz 2002; Clark 1992), there exists contradictory views about the potentials of this segment. On one hand, youth travel is considered as less useful as their expenditure is low (Firth & Hing 1999), yet, several authors found that youths' spending are quite extensive, thereby, contributing high overall expenditure on the local economy.

In terms of market, several views exist on how large the size is. Ideally, youth has the potentials to strengthening both tourist markets, domestic and international. However, it is difficult to determine the true potential because the size is not easily determined due to lack of systematic data support. This is the main reason the market has been overlooked and underestimated. The UK-based consulting group, Aviation and Tourism International (ATI), found that Asia Pacific has shown the highest growth for youth tourists in the 1990s from around the world. Youth tourism currently represents the fastest growing sector of the travel industry, accounting 20% of international arrivals (World Tourism Organization 2008).

In search of clarity of youth travelers, there is no typology of youth travel that can be applied uniformly in all countries or destinations. The existing tourist typologies have its limitation as issues of clarity, validity and simplicity of usage, especially from the event managers. Meanwhile Tourism Australia defines youth segment as male and female, aged between 18 and 30 years. This group is commonly called Generation Y with alternative labels such as 'Millennial' and the 'Dot.Com. Their

characters include that they enjoyed Arts and events and most of the trips motivated by desires to explore, experience, work or study abroad (Tourism Australia 2010). Working on the same work, Youth Travel Market analyst categorizes young tourist as those in age group of 15 to 30 years old. They found that youths loved travelling to unusual and remote locations to experience a variety of culture. They created their own itinerary and preferred public transportation, including bus or train, as these opportunities allow them to interact with the local community. In terms of overnight and hotel choice, they stayed at low cost accommodation, including cheap hostel and budget hotel. They stayed longer than an ordinary tourist in a particular destination, and generally more tolerant and less concern with threats such as terrorism, disease, environmental and political unrest (Reisinger & Mavondo 2002; Elsrud 2001). The World Tourism Organization (2008) suggests that young travelers have three roles to play, namely as a 'growing market', an 'industry' as well as an 'opportunity' to generate positive values. As for Malaysia, the Ministry of Youth and Sports Malaysia defines youth as that age between 15 and 40 years. This group consists of 10.1 million, or 45 percent of the total 25 million populations. The main focus of youth development programs and activities in the country is the young people age 18 to 25 years. They also travel individually or in a group.

While the first part of this section provides a spectrum of youth tourism, the subsequent part of this section explores what does event tourism mean and how do they support event tourism at large. According to the tourism perspective; the term 'event tourism' is not widely used until the year 1987 when The New Zealand Tourist and Publicity Department reported: 'tourism is one segment of an important event and is developing rapidly in the international An article written by Getz (1997) in "Tourism Management Special Events: Defining The Product" has developed a framework for event tourism. At that time, event tourism is referred as special events, hallmark, mega and specific event. Event tourism is now commonly known as events that are planned in an integrated whole (Getz 2007).

Event tourism provides positive enhancement for youth. This involves the strengthening of identity, widening of employment opportunities and opening their mind to love own culture and building of self-esteem, especially when event tourism involves competition, individual performance and the nation's pride. Event tourism is often related to the theme of travel, lively and full of various events to attract tourists and residents to going places. In the context of a city, tourism is one of the creativity that crafts a *vibrant* living. Here, the youths, whether they are made up of young professionals, or still studying, visiting or experiencing, an event will provide them a venue for 'being a creative mind' and 'fans' of spectacular events. This initiative will also allow the general goals of national development that is to improve self-esteem and national identity be realized among youth.

From the market demand perspective, the existence of youth tourist is dependent on the macro environments which include the changing demography, quality of life, climate change and the cheap flight facilities. Hence, youth tourist is also dependent on the viability of market expansion efforts implemented and adopted by the national and local stakeholders as well as the international tourism bodies. However, only one third of the world tourism bodies currently have a specific policy on youth tourist or youth tourism.

Based on the literature of youth tourist and event tourism, it

is important to note that the clarity of youth market, their needs, motivation and capabilities of participating in event tourism do play important roles. Youth, as tourist can actually function or perform as an active and passive involvement. As such, youth plays an important role in strengthening the country's image through an active participation, be they as a spectator; volunteer or organizer. In response to the event's appropriateness as an indication to show that the knowledge of youth had also increased, study on youth awareness and involvement in event tourism is indeed vital. However, lack of concern and misinterpretation of what was shown and experienced; infer that events have not been blending the taste, need and abilities of youth. Thus, this paper provides a profiling of youth tourists in event tourism, particularly a year round event of Visit Malaysia Year 2007. It is hope through an empirical case of VMY 2007, one of the major initiatives in translating event tourism in Malaysia, the potentials of youth tourists will be carefully transformed in the planning, development and hosting future events.

#### **Research methodology**

This study was undertaken in three phases. The first phase used the secondary data to assist in search of concept and understanding of both event and youth tourism. The second stage involved the detailing of events in VMY 2007, especially the spatial distribution, types and orientation of events. Data collected from the websites as well as from other secondary sources were analysed into the spatial-temporal of events. The third phase involved a field survey of a purposive sampling of 130 respondents in selected area of Kuala Lumpur, the capital city. A questionnaire was developed, and aspects of the youth's involvement in event tourism and their knowledge of VMY2007, including the suitability of events and recommendations to ensure the event's sustainability are asked. The study area, Kuala Lumpur is chosen as it is the central venue for VMY 2007.

#### **Visit Malaysia Year 2007 as a case study**

Visit Malaysia Year 2007 (VMY2007) is one of the thematic event tourism held in the country. The VMY2007 was implemented in conjunction with the country's celebration of the independence anniversary of 50 years, aimed at fulfilling various tourist segments demand, locals and internationals. The country has successfully organized this event as it has contributed for 45.7 billion of national income and 20.7 million of tourist arrivals (Sunday Times, February 20, 2008).

Table 1 shows several aspects of event including the spatial distribution, organizers and distribution according to month of event held. Being a national agenda in tourism development, events held were spatially distributed. A total of 50 events were planned and distributed into six major tourist zones. Of all the zones, the central zone of Kuala Lumpur, Putrajaya, Selangor and Negeri Sembilan marked almost 50 percent of the total events held, compared to the northern zone; Perlis, Pulau Pinang, Kedah and Perak and Sabah and Sarawak zone of 14 percent. Events held throughout the nation contributed the remaining 12 percent of the total, and these events include the Chinese New Year, Hari Raya and Deepavali celebrations.

In terms of organization of events, the government bodies were major lead agencies, amounted to 50 percent, followed by 36 percent and 14 percent of private sector and co-operation of both the government and private sector respectively. Most events were arranged by the Ministry of Tourism in collaboration with the promotional body, Tourism Malaysia. If

examined in the context of product classification, VMY 2007 was a combination of various products including eco-tourism, recreation and sports-themed events and Mega Sales Carnival. Another distinct character is the cultural events especially the Colours of Malaysia, as it promotes cultural diversity of the various ethnic groups in Malaysia.

#### **Findings of the study**

Based on a case study carried out on 130 young tourists at various locations around Kuala Lumpur, this section delineates the behaviour of youth tourist during the VMY 2007. This includes age group; capability in travel, their views of event suitability and recommendation, which directly and indirectly have some bearing of influences on the demand and supply of event tourism, especially VMY in 2007.

#### **Youth of event tourism**

As mentioned above that youth tourists are young, normally travel at their own pave and prefer cheap vacation, this study also found similar results (Table 2). Majority of the respondents were IN the age group of 20 to 24 years old. Most respondents were single and still studying, 95% and 82% respectively. The respondents however consist of 68% females and 32% males. In terms of ethnics, 61% and 92% of the respondents were Malay and Muslim, compared to other ethnic, Chinese and Indian, which comprised less than 10 percent of the total respondents. Youth tourist exhibits distinct characteristics and differences, and correlates closely with economic status; work or studying, locality of urban or rural and active or passive participation.

A total of 65% of respondents have their educational attainment at Diploma/ Degree level, followed by 30% at secondary school level. The respondents came from various origins, and basically they were the outsiders of Kuala Lumpur rather than being the locals of the capital city.

#### **Forms of participation, event selection and reasons for participation**

From the results of the study, two forms of youth participation were identified, namely the active and passive participation. An active participation refers to 'an active travelling to a destination', 'stayed or overnight at the destination', 'paid spectator' and 'a participant of an event'. While passive participation is referring to only being a 'day tripper', 'free entrance event spectator' and to some extent enjoy showcase events aired in the television'. Table 3 shows a total of 30.8% mentioned that they are passively involved while over 60% of the respondents mentioned that they are active participants of event tourism.

In terms of choice of events, results showed that there are tendencies of respondents choosing particular event. This is because each respondent has a distinctive taste. The youths were found to be more fascinated to events in the form of entertainment and shopping, each contributing 55.38% and 41.54%. Educational event, family activities and ICT exhibition are also their choices, and these activities range around 35% to 15% of the total visits. These trends are associated with many of the respondent's reasons to engage in events. Among dominant reasons are interesting entertainments to experience, reduce stress, provide enjoyment and eliminate fatigue. Shopping activity was associated with youth's favourite in 'wandering', especially during the peak of shopping sales season.

As youth prefers companions when travelling, the results of the study confirm these preferences. A total of 60 percent mentioned that their friends are their companions. However, as the nature of tourism activities in the Malaysian context also

favour the family travel. The respondents were asked whether the VMY programs suited the family segment or otherwise. It is not surprising that a total of 53.0 percent has been with their families for companions, approve that the cultural factor are induced in the practices of travel. Among the events shared with their friends included shopping, adventure and fun-based events, meanwhile events accompanied by the family members are the Month of Golden Celebration, shopping, visiting trade and fairs.

From the study, youth tourists are 'minimalist' as most of them spend less than RM500 and around RM500- RM1000, with a total of 66.9 percent and 21.9 percent of total respondents respectively. They were quite common to state that they used public transports, and stayed at budget hotel within their limits of spending. This is consistent with backpackers. When asked whether they took a long-haul travel for an event, the majority did not agree to the fact of such initiatives. As many events were held in the capital city, it widens the spectrum of the youth experience within their capability especially in term of budget, time, leisure and routine of daily life.

#### **Event suitability**

Organizing events throughout the year is regarded as a 'stimulus' for an active participation among youth tourists. This is because they can choose any activity that meets their preferences. This study also seeks youth responses on matters concerning event suitability. Table 4 shows the respondents' views on the events' appropriateness as well as the most popular and least acceptable, followed by the reasons associated with their preferences shown in Table 5.

From the findings, information and accuracy of an event does not parallel with each other. In a simpler word, there was a misunderstanding about the content and purpose of the event. Notably, the majority of respondents said that tattoos were not appropriate to showcase youth interest in tourism activities. The tattoos were associated with the 'practice of tattoos' contrary to the religion of Islam; instead, the show is actually one of the military art performances. However, their responses of what makes a perfect event for youth, showed that the majority agreed upon the Month of the country's independence celebrations as the most attractive to youths. They were pleased that the celebration contains a variety of events, in almost all states or in the capital of each state. The youths tend to be the major audience to the most prestigious sports and outdoor activities. In fact, their willingness to pay and be part of the spectacular events such as Formula One was at the expense of spending their pocket money to achieve satisfaction.

#### **Youth support and recommendations for event tourism**

This study also looks into youths' support and contribution for event enhancement, be it organized at international or local levels. They are further asked whether they would go to the states that organized similar event tourism or otherwise. Fortunately during this study, the states of Kelantan and Terengganu have been promoted nationally, as shown in Table 6. It is not surprising that their awareness of such events for both states was quite low, only 30 percent knew the state Visit Malaysia Year (VMY). Despite little knowledge, they were quite positive when asked on decision making to visit those particular destination or otherwise. Among the respondents, nearly one third mentioned they have the intention to do so. Perhaps the answers were coincident with their background, especially when many of them were originated from both states and taking a trip during such event will be an extra attraction.

As an untapped market that has the potentials to be

developed and sustained in the country, the respondents were responsive to the future events held every year. They also provide feedback on measures that should be taken by all stakeholders. Based on their recommendations, it is clearly not the only event tourism to meet the basic demand of travel, the assurance of organizing events that provides special incentives to youth is also crucial. Initiatives such as fiscal incentive, entertainment, educational campaigns and promotions would definitely impact the volume of youth to destination that hosted the thematic events and some of their views include: '*Promote other states besides Kuala Lumpur as KL often has traffic jams.*'; '*Organize more events involving young people, world-class competition events*'; '*Organize more events in other states to develop an area, for example in Kelantan*' '*Create more recreational activities, increase entertainment, dangdut, especially in the vicinity of the Bangi; Zouk and La Queen are boring.* In fact one of the respondents highlights the roles that higher institution can play as stated below:

It is timely for young travellers to become the niche segment at a larger scale. If we are capable of promoting large-scale events for international travel segments, then, initiatives to promote youth tourism is should also be the focus. Through an array of recreational activities, offered at the higher learning institution, youth travel programmes can definitely be strengthened.

#### **Youth tourist as fans: lesson learnt from visit malaysia year 2007**

Even though this paper is basically written on a purposive study on the total of 130 respondents, the results of study presented empirically 'what is understood and desired by youth tourists in event tourism. Event tourism, has successfully captured the hearts of international tourists cannot be considered too 'successful' because the potential of domestic tourists, especially youth tourists have not been fully maximized. Therefore, to increase youth tourism and to strengthen the role of youth as players or spectators, integrated event tourism management should be the approach undertaken by stakeholders or tourism providers. Efforts to promote youth tourism as prompted by the most active tourism state, particularly the Melaka state government showed that 'knowledge and creativity of youth' in tourism is not strong at both state and national level.

In this regard, several issues identified at the each level of planning, development and hosting of youth tourism as one of the major themes of event tourism should be addressed. Firstly, deploying a youth tourist typology should become the pioneering initiative at planning level. As of now, 'youth as tourist' is based on the stakeholders' understanding and initiatives. The awareness of whether the youth had knowledge to travel or vice versa should be investigated at this stage more holistically. Youth tourist had their distinct characteristics and differences exhibit between youth according to their status of work or studying, spatial of urban or rural and also taste of adventurous or passive. Their nature of touring and involving in event tourism are bound to factors especially 'limited money but without time constraints' and with 'high esteem to involvement', need some intervention in terms of fiscal incentives, special events and sponsored programmes. In fact, enhancing pro-poor tourism or social tourism in handling event tourism for youth segment is realistic as this event can be tailored with their co-curriculum at the higher-learning or working environment.

Secondly, while the involvement of youth tourists in event

tourism is promising, the promotional campaigns and programmes have to ensure that it fulfil the youths' desire and wants more pragmatically. Often, youths have high contact with media and internet sources, thus, the promotional campaigns should optimize these approaches. Youths have the potential to draw crowds for outdoor and adventure tours. On the other hand, events such as urban park, clean and green tourism and art tourism which at this juncture emphasizes on the high end tourist and internationals, should also look in proactive initiatives on how to get youth engagement.

Thirdly, youth tourists are easily attached to popular culture. Even though this factor may be considered negative in terms of bringing changes into society, yet it may also foster a local popular culture if such influences were promoted widely.. Involving music, local art and leisure into event tourism, especially to cater youth market in both areas, urban and rural, may generate more interests among youths. Moreover, providing incentives such as cheap tickets and transportation coupons help youth to enhance thematic event tourism.

Fourthly, youth plays important position in urban and rural localities. As there exist in several spatial-temporal zones in tourism development in the country, involving youth in diverse scale of event tourism should consider easing their accessibility according to similar zoning and this ensure the youth sustainability in event tourism. The central zones, which include the urban localities, especially city such as Kuala Lumpur, Melaka and Shah Alam, youth tourists' profiling may exhibit differently from the east coast zones. This is due to their active roles as students who are still pursuing their studies in various higher learning institutions. Eventually this trend is favourable in creating event tourism that involves higher learning youths. In this regards, thematic events will therefore be in line with the formation of 'knowledge tourist' among youths.

Finally, as the event tourism seems becoming one of the niche products of the country, youths should be the one of the segments that get the opportunities to experience and play active roles in organising and showcasing varieties of programmes at national, regional and local level. In line with the new economic model that recognizes tourism is one of the 12 major sectors to uplift the country's position as developed nation, Visit Malaysia Year will therefore be continued in near future. Therefore, it is crucial that at every level of planning, development and hosting event tourism in the country, youths should be one of the key players.

### Conclusion

Event tourism, like other tourism products or activity is now increasing gradually, and one of the major actors is the youth tourists. In Malaysia, event tourism also encourages youth involvement, be they active or passive players. Based on the country's Visit Malaysia Year 2007, youth involvement in event tourism is gradually increasing, yet unexploited by many of the tourism providers as well as the youth themselves. They are capable of creating and sustaining the market size, especially when events are held in areas of their easy access, within their ability to spend most importantly, being able to be the fans of the events.

As youth tourists are dynamic yet untapped by most of the developing countries, a typology of youth tourists in event tourism may advanced some of the typical tourist typology created by scholars such as Cohen and Nash. They provide an in-depth study to draw who dominates the market demand. Although their involvements have marked some understanding

on what should be the youths' preferences, the suitability of taste in event has yet to be ventured in a more pragmatic ways. This study also provides a profile of youth behaviour during event tourism. Youth tourists did not maximize and did not take the bulk of advantages to travel throughout the nation due to several constraints. Their sporadic movement at the national level is quite limited. However, being at the central venue of VMY, youths in capital city have the advantages of being able to be at the venues and long stays and travel were unnecessary.

Based on the issues of events' suitability, this study found that there is a general acceptance of event tourism among youths. Their tendencies of going to events are much in favoured of fun, play and relax activities compared to a highly seeking of knowledge, experience and role-play activities. What is perhaps interesting is the nature of the Malaysian youths to travel with their families, even though their friends are the best companions. They urged that the multi-destination incentives were formulated by the tourism providers, especially the government agencies to ensure equal access to travel or vacation among youths. As a conclusion, youth tourists do take part in year round events. Nevertheless their roles should be mould toward being a knowledge tourist who seeks opportunities while enduring the events.

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**Table 1: Spatial, Month and Event organisers of VMY2007**

Aspect VMY 2007	Type	Number	Percentage
Event on spatial-temporal	Central zone	23	46
	Northern zone	7	14
	Southern zone	6	12
	East Coast zone	5	10
	Sabah and Sarawak zone	7	14
	Nationwide	6	12
Events by month	Jan - April	24	24
	May-August	44	44
	September-December	32	32
The organizer	Government	25	50.0
	Private	18	36.0
	Both government & private agencies	7	14.0

Source: Analysis of the study, 2007.

**Table 2: Profiles of Respondents' Socio-demography**

<b>Profiles</b>	<b>Aspect</b>	<b>Frequency</b>	<b>Percentage</b>
Gender	Male	42	32.31
	Female	88	67.69
Age	15-19 years	38	29.23
	20-24 years	79	60.77
	25-29 years	12	9.23
	30-34 years	1	0.77
Race	Malay	119	91.54
	Chinese	7	5.38
	Indian	3	2.31
	Others	1	0.77
Religion	Islam	119	91.54
	Buddha	6	4.62
	Hindu	3	2.31
	Christian	2	1.54
Marital Status	Single	123	94.62
	Married	7	5.38
Occupation	Own work	2	1.54
	Government	16	12.31
	Private	5	3.85
	Others (including studying)	107	82.31
Origin	In Kuala Lumpur	9	6.92
	Not in Kuala Lumpur	121	93.08
Level of education	Diploma/First Degree	84	64.62
	Secondary School	39	30.00
	No schooling	1	0.77
	Others	6	4.62

N = 130 respondents; Source: Fieldwork, 2007

**Table 3: Multiple Responses for Youth Tourist VMY 2007**

Aspects	Answers	Numbers	Percentage
VMY is compatible with youth taste and needs	Yes	105	80.8
	Not	25	9.2
	No response		
Form of participation in TMM07	Active participation	84	64.6
	Passive participation	40	30.8
	No response	6	4.6
Types of Events (various responses)	Entertainment	72	55.38
	Shopping	54	41.54
	Education	20	15.38
	Family Activities	46	35.38
	Exhibitions and festivals	30	23.08
	Other	4	3.08
Companion when attending events during VMY (multiple answers)	Friends	78	60
	Couple	18	13
	Family	69	53.1
	Others	6	3.4
Satisfied with the program organized	Yes	90	69.2
	No	40	30.8
Cost per visit	Less than RM500	87	66.9
	RM501-RM1000	25	21.9
	RM1001-RM1500	4	3.1
	RM1501-RM2000	4	3.1
	More than RM2000	10	7.7
Mode of transport (multiple answers)	Private cars	63	48.5
	Taxi	12	9.2
	Bus	31	23.8
	LRT / commuter	83	63.8

N= 130 respondents; Source: Fieldwork, 2007

**Table 4: Views of Youth Tourists about Events Most Suitable and Not Suitable to Them**

Best event	Number	Percent	Most appropriate event	Number	Percent
Eye On Malaysia	5	3.85	Flora Fest	3	2:31
Flora Fest	1	0.77	Malaysian Open Golf Championship	10	7.69
Le Tour De Langkawi	5	3.85	Petronas Malaysian F1 Grand Prix	2	1:54
Petronas Malaysian F1 Grand Prix	11	8:46	International Arts Festival	2	1:54
Colours of Malaysia	3	2:31	Colours of Malaysia	3	2:31
Malaysia Mega Sale Carnival	4	3:08	Malaysian Motorcycle Grand Prix	1	0.77
Malaysia International Fireworks Competition	1	0.77	KL International Tattoo show	14	10.77
Merdeka Month Celebration	13	10:00	KL International Fashion Week	1	0.77
Malaysian Motorcycle Grand Prix	4	3:08	KL International Gourmet Festival	1	0.77
KL International Fashion Week	2	1:54	International Street Artists Festival	4	3:08
Malaysia Year End Sale Carnival	2	1:54			
International Street Artists Festival	1	0.77			
No response	78	60.00	No response	89	68.46
Total	130	100.00	Total	130	100.00

N = 130 respondents; Source: Fieldwork, 2007

**Table 5: Reasons for Suitability of Event**

Events	Reason for Suitability of event
Merdeka Month Celebration	'Create awareness' 'This time I know the history of my country' 'Adore my country' 'Cultivate the spirit of patriotism among youth' 'Because it can instil patriotism among young' 'Educating the patriotism in the heart of youth' 'Thinking of independence to enhance loyalty' 'Love the country and encourage youth to serve country'
Petronas Malaysian F1 Grand Prix	'Motor even Teenagers nowadays are fond of this sport The most prestigious sports Interest in motoring Because the motoring world is tough and challenging, thereby draw young people attention. 'Racing' is fun. GP has its own class. Helping young to experience and feel real international racing
Colours of Malaysia	This event requires the cooperation and relations for social cohesion Because many cultural performances

Source: Fieldwork, 2007



**Table 6: Support for Future Event Tourism**

<b>Aspects</b>	<b>Response</b>	<b>Number</b>	<b>Percent</b>
VMY programme should be held again	Yes	117	90.0
	No	13	10.0
Aware of VMY 08 programme and promotion in Kelantan and Terengganu	Yes	39	30.0
	No	91	70.0
Intention of visiting VMY08 programme in Kelantan and Terengganu when promoted as the major event of the year.	Yes	70	53.8
	No	60	46.2

N = 130 respondents in each aspect; Source: Fieldwork, 2007