

Determining Intention to Visit Negeri Sembilan among Local Young Tourist in Malaysia

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Abstract

Many organisations will experience an effect on their target population as a result of demographic shifts. Therefore, in order to increase their market share and profitability, all companies must target a younger demographic. Malaysia's greatest contributor to its gross domestic product is tourism, which takes advantage of the country's numerous picturesque landscapes. Additionally, Seremban is a highly frequented tourist destination, attracting a significant number of visitors. This research demonstrates how the Malaysian tourism sector can effectively appeal to a younger demographic of tourists. This research endeavour will employ generation theory to examine the attributes of a locality that influence the visitation patterns of individuals within the 15–30 age bracket in Seremban. Once the data collection is complete, This study will employ the Smart PLS software for data analysis. The purpose of this analysis is to establish a statistically significant relationship between the dependent variable, Young Generation Tourism for Visiting Seremban, and the independent variables, Amenities, Attractions, Complementary Services, and Entrance Fees.

Keywords: *Destination attractiveness; generation theory; sustainable tourism; young tourist.*

Introduction

The United Nations (2015) predicts a 7% increase in the adolescent population by 2030, reaching approximately 1.3 billion. This statement indicates that as the percentage of youthful visitors increases, they will eventually comprise the majority of the tourism industry's revenue. Several factors contribute to the reality that young people have become a significant segment of the tourism industry. In the first place, the number of international students is growing. An increase in income is a direct consequence of education, as it facilitates the emergence of new markets in developing nations (Richards & Wilson, 2003). Furthermore, a growing number of countries are experiencing a surge in prosperity. These frequently youthful and affluent populations now have more opportunities to travel as a result of developing countries' improved standard of living. In the realm of tourism, a value web ultimately replaces the traditional tourism value chain. A network that is more complex and integrated facilitates easier access to suppliers and actors. Value webs link the tourism sector to other sectors, enabling it to capitalize on new opportunities in value-generating areas. Research indicates that youth are open to these types of changes (UNWTO, 2011) because they are eager to try new things and, as a result, build new connections. According to the United Nations, youth tourism is defined as travel that occurs between the ages of 15 and 29. Nevertheless, the precise characteristics of a "young" tourist and the conceptualization of youth tourism remain elusive to a consensus (Richards & Wilson, 2003). More than 23 percent of the over one billion visitors who travel abroad each year are based in this sector, making it one of the most rapidly expanding in foreign tourism. Consequently, the youth tourism market is considered a substantial influence that possesses the capability to impact the tourism sector (UNWTO, 2016).

There is a growing interest and potential for research in the adolescent tourism market. Examining the consequences of particular actions is a prevalent identifier in youth tourism research (Richards & Wilson, 2003). Irrespective of the course of action, an impact will inevitably ensue. A temporal alteration that transpires in a specific state constitutes an impact (Hall & Lew, 2009). The Triple Bottom Line (TBL), an approach that integrates sociocultural, economic, and environmental dimensions, often links it (Stoddard et al., 2012). All of these aspects are susceptible to change due to external stimuli. The term "tourism impact" refers to changes brought about by tourism (Hall & Lew, 2009). Prior research on tourism has examined behavioural patterns, social impacts, and the experience of unorganised travel (Richards &

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Wilson, 2003). The evaluation of tourism activities involves the observation that different components exert varying degrees of influence (Hall & Lew, 2009). Environment, communities, education, and communities may all be included (UNWTO, 2011; Ballantyne et al., 2011). Contrary to the prevailing notion that it operates in a unidirectional manner, both individuals and objects influence and impact tourism (Hall & Lew, 2009).

According to the aforementioned sources, Robustin et al. (2019) conducted a study that found that accessibility, attractiveness, and amenities significantly affect visitors' satisfaction, thereby constituting the variables that influence their travel choices. Furthermore, according to the findings of an empirical study (Josefa et al., 2020), offering supplementary services would increase client satisfaction and enhance profit and loss statements. Furthermore, entrance fees are a determining factor in passengers' decisions (Mangali & Ortaleza, 2021). In order to examine the determinants influencing the tourism behaviour of younger cohorts in Malaysia, the independent variables to be considered are attractiveness, accessibility, amenities, complimentary services, and entrance fees. This research aims to explore the factors that influence the tourism behavior of domestic young generations in Seremban, based on the background information previously mentioned.

While this topic has received considerable scholarly inquiry in the past, there is a lack of research specifically examining the determinants of youth tourism in Seremban in relation to attraction attributes. Previous studies have focused on the travel behaviour and expenditure patterns of young Malaysians in domestic tourism (Lim et al., 2015), the relationship between the younger generation's interest in heritage cultural tourism (Mustafa & Saleh, 2017), and the factors influencing visitors' intentions to return (Som et al., 2012). Consequently, the following are the research objectives that underpin this study:

1. Determine whether there is a statistically significant correlation between Seremban's attractions and the younger generation's tourism.
2. Determine whether a correlation between accessibility and the youth population in Seremban is statistically significant.
3. Determine whether a correlation between complementary services and the youth population in Seremban is statistically significant.
4. Determine whether there is a statistically significant correlation between amenities and the youth population in Seremban.
5. Determine whether a correlation between entrance fees and the youth population in Seremban is statistically significant.

A Literature Review

Underlying Theory: Theory of Generation Mannheim's Theory of Generation emphasised that different generations are distinguished by unique characteristics; their personalities and values have been moulded by significant events that have transpired in the sociohistorical context (Muñoz & Brannen, 2021). Several studies have found a generational divide between the youth of today and those of the past, lending credence to this theory. The contemporary youth demographic diverges significantly from the preconceived notions of youthful tourists from previous centuries. Additionally, the current travel market for young people is more interested in engaging in daring expeditions and novel challenges. As a result of their distinct values and lifestyles, Baby Boomers and the Silent Generation search out distinct vacation experiences and activities (Lehto et al., 2008). The present study can utilise this theory to examine the cross-generational factors that influence the travel decisions of youthful visitors to Seremban. This study refer to the age group of 0 to 24 as children and adolescents, and consider those aged 25 to 44 as young adults. As a result, this research employed generation theory and focused exclusively on youthful individuals, who constitute the most recent generation in the twenty-first century.

Dependent Variable: Young Generation Tourism in Seremban In this study, define young generation tourists so that participants may grasp the concept of young generation tourism. At the moment, Gen Z is the second-smallest generation. Generation Z's development has had a significant impact on their behavior, much like that of every other generation. According to Beresford Research (2023), the age bracket of Generation Z consists of individuals aged 11 to 26. Thus, the age range of the prospective respondents is 15 to 30 years. Consumer behaviour and distinguishing characteristics are undoubtedly the result of the

values, beliefs, attitudes, and life experiences that each generation employs to establish its identity. The idea behind generation theory is that This study can learn more about the traits and qualities of prototype people by extrapolating differences between cohorts to the mean level of each cohort (BÉLTESCU, 2019).

Although contemporary entertainment and activities do influence the travel decisions of Generation Z members, authentic and cultural tourist pursuits predominate during their vacations. They refrain from utilising low-cost tourist services or traditional and conventional tourism activities, despite being novices in the industry with modest incomes. Another important aspect of their tourism-related consumer behavior is that they rely heavily on the Internet to make reservations and obtain travel-related information. Young people of Generation Z frequently conduct arbitrary Internet searches, in addition to using travel blogs and online booking services (BÉLTESCU, 2019). Recent study by Samdin et al. (2022) explored risk perceptions of tourist during the COVID-19 pandemic.

Social sharing had the most significant impact on the tourism industry. Social media provides young people, in particular, with the opportunity to share their favourite travel experiences with a vast audience. It is imperative for travel agencies to recognize that incentivizing customers to share their authentic experiences on the internet is a more effective approach to acquiring new clients than conducting advertisements. The willingness of younger generations to travel is therefore increasing. Young people are inquisitive and anxious to gain new knowledge; consequently, they frequently choose to pursue careers in fields that interest them. They actively contribute to attracting new travellers to their destination and draw their attention to a variety of tourist attractions. Every form contributes to evolution and development in a distinct manner (Ghete, 2015).

Attractions

Over time, tourist attractions have evolved into the primary element of tourism systems in every nation. According to Zhang and Long (2023), attracting tourism resources is critical for the tourism industry's sustainable development. This study focuses on China's cultural and natural heritage. This study collect user feedback data from three prominent travel OTA platforms to develop an attractiveness evaluation system for the tourist resources associated with China's cultural and natural heritage. This study used spatial autocorrelation analysis and kernel density analysis to examine the spatial distribution pattern of tourism resource attraction. The findings for classifying China's natural and cultural assets on an international scale. Among the various tourist resource locations analysed, Moran's index stands out as the sole indicator that possesses a significant spatial aggregation characteristic. This research assists in illuminating the deficiencies of tourism resource locations and provides recommendations for the sustainable development of attractions as well as the effective planning and management of the tourism industry.

Furthermore, existing tourism demand forecasting models primarily focus on predicting long-term desires for a single destination. These studies aren't very useful when things are uncertain and demand and its interactions can change quickly. That's because they need to take into account how demand patterns change over time or assume that interactions stay the same across multiple destinations. By utilising visitor arrival data, this study concurrently deduces relationships between multiple tourist attractions and identifies temporal patterns that facilitate the prediction of short-term visitor arrivals at these destinations. This study creates a variational autoencoder architecture in order to accomplish this using high spatiotemporal resolution data, this study create a variational autoencoder architecture. A data-driven encoder deduces the interactions between the short-term dynamics of tourism demand, while a decoder learns them (Zhao et al., 2022).

Mtapuri et al. (2022) contend that community-based tourism (CBT) can generate economic and social benefits for destinations, local businesses, and residents. Concurrently, it demonstrates that CBT provides visitors with profound and all-encompassing cultural encounters that have the potential to enhance their experiences when they visit different communities. Sustainable CBT techniques, according to the argument, can promote local economic development (LED) in communities by reducing economic leakages from the tourism industry. The passage clarifies that tourism enterprises and destination administrators have the potential to engage in sustainable tourism practices and strategically use local resources to maximize economic connections. This study concludes by introducing a theoretical framework that demonstrates the economic feasibility of implementing sustainable CBT methods. Furthermore, it implies that, in addition

to safeguarding the environment and addressing carrying capacity concerns, these policies could potentially stimulate the growth of tourism-related enterprises and enhance destinations' competitiveness.

Accessibility

As stated by Eusébio et al. (2023), an initial comprehensive examination of travel supply agents identified numerous concerns pertaining to website accessibility. Frequently ignored are two WCAG 2.0 principles: vizibility and robustness. However, the analysis revealed variations among the supply agents. While museums had the highest degree of web accessibility, travel agencies had the lowest. Therefore, it is crucial to regularly update tourism websites to overcome the informational challenges encountered by many travellers with disabilities. This study highlights the need to remove obstacles to improve the decision-making process for travel, particularly for individuals with disabilities, given the widespread use of the internet.

Furthermore, as stated in the study by Agrawal et al. (2022), the tourism industry cannot afford to ignore the demands of individuals who have special requirements. Accessible tourism is critical due to the immense financial potential it offers, in addition to adhering to ethical and legal standards. These individuals who have special needs face challenges in a range of economic, social, and digital environments. Their inability to locate readily available online information disrupts their travel arrangements, making it one of the most significant challenges they must surmount. The primary objective of the present investigation is to assess the efficacy and accessibility of official travel websites across all Indian states. This study conducted usability assessments of various web quality attributes using automated online tools. This study assessed the accessibility of travel websites using an automated method known as TAW to ensure compliance with the Web Content Accessibility Guidelines, Version 2.0. This study also conducted a manual examination on the language and accessibility parameters of the webpages. The research outcomes illustrated the insufficient usability and accessibility of state tourist websites in India, underscoring the critical nature of improving their usability for individuals with special needs.

The final point (Pimentel Alves et al., 2021) emphasizes the importance of considering each user's requirements when developing an accessible travel information system. The goal of this report is to examine the perspectives of tourist supply agents (TSAs) regarding the development of easy-to-navigate tourism information systems. To accomplish this objective, this study administered a questionnaire to a representative sample of Portuguese tourism supply agents (TSAs) to ascertain their desired information from the system and the data they are willing to contribute. The results suggest that the Portuguese Tourism Association is eager to work together on the development of an easily navigable tourism information system, as it considers this to be of the utmost importance. characteristics of the accessible travel sector. The TSA expressed interest in data pertaining to the characteristics of the accessible tourism market and products that required entry into and retrieval from the Tourism Information System.

Amenities

The hospitality sector significantly contributes to a country's economic growth, as widely acknowledged. A substantial component of the same is the tourism sector, which comprises numerous industries including lodging, food service, transportation, visitors, attractions, and entertainment. Patrons are the principal stakeholders within the hospitality industry. By developing a conceptual framework and measurement scale, this study attempts to fathom the value of facilities, service quality, and the function of online evaluations in the hotel industry, in accordance with the research (Mittra & Khamkar, 2021). This research is descriptive in nature; the conclusions were aided by the analysis of data containing 110 consumers' viewpoints. This study enhances our comprehension of consumer behaviour and motivators when utilising online travel intermediaries to reserve hotel offers by employing hotel services, amenities, and reviews as search and booking criteria. According to statistical data, amenities, service quality, and online reviews are all significant factors that influence hotel selection.

The current research examines several urbanistic public amenity criteria in rural residential areas of the suburban hinterland of Bratislava, which has experienced rapid growth over the past two decades (Sopirová & Bradová, 2019). The location, type, structural condition, and technical status of a residential area's structures, along with the public spaces emblematic of its identity, uniqueness, and quality of life, substantially influence its overall appeal and vibrancy. An examination of public facilities quantitatively reveals the distinctions and causal relationships between a subset of municipalities along the Danube

development axis. This paper posits the minimum standards for public amenities that ought to foster a positive identification between a residential area and its visitors and residents.

Finally, limited research has been conducted on the importance of amenities. The majority of studies examining regional innovation have primarily focused on the influence of institutional, demographic, structural, and economic factors. This is the subject of research (Zhang et al., 2020), which analyzes the influence of facilities on China's innovation topography. The empirical findings, derived from city-level data, demonstrate a positive correlation between regional innovation and both consumer and natural amenities. Specifically, amenities associated with sunlight, public transportation, air quality, educational opportunities, and healthcare services are the most essential. In addition, the data indicates a robust correlation between human capital, affluence, density, and urban attributes, as well as the influence of amenities on innovation. These findings suggest that to promote innovation-driven development, this study must prioritize amenities and customize their implementation to the unique features of individual cities.

Complementary Services

The present research investigates the correlation between travel apprehension and novelty seeking, two intrinsic qualities that influence travellers' evaluations of experiences and overall well-being. The unpredictable nature of events such as COVID-19 and the rapid advancement of technology have both underscored the significance of intelligent technologies within the travel industry. Novelty improves the quality of travel experiences, whereas concerns regarding travel arrangements can have an adverse impact on transaction satisfaction, according to the study. As a supplementary service, intelligent tourism technology can assist guests in organising and experiencing novel activities while mitigating transactional uncertainty. This study explores the theoretical and practical implications of the findings, providing valuable insights into the potential of intelligent tourism technology to enhance travel experiences (Goo et al., 2022).

Connectivity and Wi-Fi are essential supplementary amenities for the hotel's clientele. It has the potential to enhance customer satisfaction. According to the research, the 222 Mason Street Hotel Nikko San Francisco has implemented Positron Access Solutions' innovative high-speed Wi-Fi service. By integrating bandwidth and Wi-Fi, the proposed solution offers significantly reduced downtime compared to fibre installation. A Tier 1 telecommunications company and Positron, an industry leader in broadband and bandwidth solutions, partnered to enhance connectivity and the passenger experience. Designed for the hotel industry, the G.hn Access Multiplexer (GAM) solution enhances the overall visitor experience by providing gigabit bandwidth to all users without requiring expensive fibre optic connections in each guest room (Newswire, 2023).

By integrating service design, strategic thinking, and sustainable development, this article proposes a comprehensive paradigm for creative-cultural hotels' sustainable service design. The framework integrates environmental, social, and economic factors at the interface, organisational, and strategic levels. It emphasizes the importance of incorporating regional arts and culture into service design in order to provide consumers with unique experiences. Furthermore, this supplementary service has the potential to improve passengers' comprehension. The study highlights the potential that local culture has to contribute, thereby facilitating the expansion of sustainable services. This underscores the criticality of hotels implementing sustainable service design as a means to attain a competitive advantage and reduce their ecological footprint (Chen, 2022).

Entrance Fees

The initial objective of the research (Nurin Fadhlin et al., 2021) was to determine whether or not tourists visiting Puncak Janing Forest Eco-Park in Kedah, Malaysia, were willing to pay a conservation fee. This study used convenience sampling to randomly select three hundred park visitors. Using the double-bounded contingent valuation approach, the data revealed an annual willingness to pay of RM18.53 for each household. This study can apply the results of this study to improve policy implementation and forest conservation initiatives.

Hanif et al. (2020) conducted a study with the primary aim of evaluating the recommendations made by park visitors for the preservation and improvement of ecological services. This study conducted a

questionnaire-based field survey in fifteen parks in Lahore, interviewing a total of 300 individuals. This study also conducted an inquiry into park quality to determine their specifications. Furthermore, it was crucial to confirm their readiness to pay a park enhancement-designated entrance fee. However, admission to any of Lahore's public parks is free of charge. Furthermore, this study measured a change in visit frequency in response to a hypothetical entry price. Consequently, this study can implement these results in the design, construction, and administration of urban parks to better serve the populace's needs and enhance their standard of living. In conclusion, the researchers (GARCÍA-GARCÍA et al., 2023) employed the Contingent Valuation Method (CVM) to ascertain the WTP of visitors in order to preserve the environmental services (SA) provided by the area and gain insight into visitors' perceptions of the hill's condition. This study simulated a hypothetical market by asking 210 respondents how much they would be willing to pay to safeguard and/or enhance the SA of the PNA. 90.48% of visitors had a favourable WTP, 48.57% were local, and 55.24% held a bachelor's degree, according to the principal findings. "Perception of good ecosystem quality (PGEQ)" was the only statistically significant variable that influenced a positive WTP. Nevertheless, it is prudent to estimate the WTP by considering the volume of visitors and the location's usage, given that admission is currently complimentary and the majority of attendees are willing to pay to participate and demonstrate concern for conservation.

A proposed theoretical/Conceptual framework

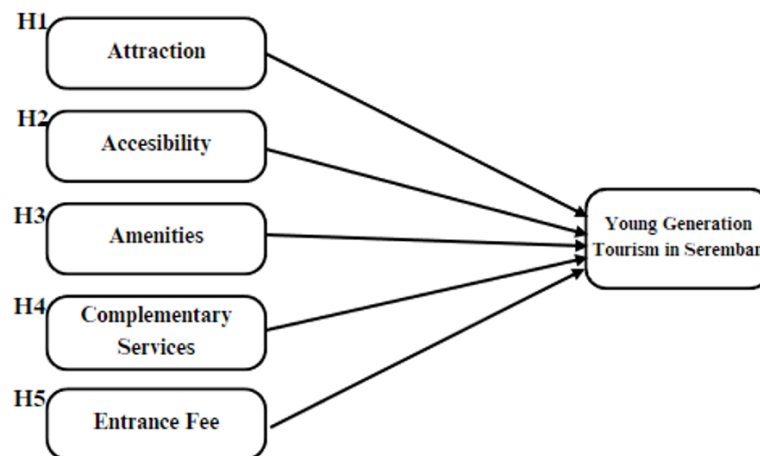


Figure 1. Proposed Conceptual Framework.

Hypothesis Development

H1: In Seremban, Negeri Sembilan, there is a significant relationship between attractions and young generation tourism. Landscapes, historical sites, and specific activities are examples of objects or collections that compel an individual or group to travel due to their significance as a tourist attraction. Attractive features of destinations include sights (landscapes, monuments, performances), activities (excursions, sports, research), purchases (antiques, mementos), pleasures (fresh air, services), and gastronomy (regional specialties). The aforementioned factors exert a substantial influence on the choices that visitors make regarding which destinations to visit. Young tourists today are content to explore destinations while freely expressing themselves; they may be found lounging on a picturesque beach, indulging in local cuisine at a local restaurant, immersing themselves in vibrant surroundings, or in search of unconventional "anti-boring" experiences. The study by Flora et al. (2022) emphasises this tendency, particularly in well-known tourist destinations. Hence, as indicated by the findings of Castro et al. (2017), enhancing tourist attractions and providing a wide range of activities undoubtedly contribute to the development of comparative advantage and market competitiveness. These enhancements create avenues for untapped market potential and serve as an alluring allure for travellers in search of an assortment of distinctive and intellectually stimulating encounters.

H2: In Seremban, Negeri Sembilan, there is a significant relationship between accessibility and young generation tourism. Accessibility refers to the degree to which tourists are able to conveniently reach their intended destinations. Personal attributes of tourists, including gender, income, and education, might

influence their perception of accessibility and subsequently affect the travel arrangements they choose (AlKahtani et al., 2015; Ademosu & Ayodele, 2023). Therefore, when it comes to trip planning, accessibility stands as the preeminent factor for tourism (Castro et al., 2017). This study do this to inform travellers about secure areas and fascinating activities. Seremban can be reached via highways, railroads, and air travel. Young travellers visiting Seremban City may opt for the most convenient mode of conveyance to ensure effortless accessibility. Various components, including lodging, transportation, and travel arrangements, influence the ease of reaching a specific destination. Chain cooperation is an essential requirement for businesses operating in the tourism sector to generate value and deliver products and services to clients (Yılmaz & Bititci, 2006).

H3: In Seremban, Negeri Sembilan, there is a significant relationship between amenities and young generation tourism. Seremban, the metropolis of Negeri Sembilan, Malaysia, is famous for its natural beauty and distinct historical allure. Amidst a verdant landscape, the city provides a retreat from the activity and congestion of the metropolis. Although the city is renowned for its colonial architecture and Chinese shops, its profusion of natural amenities truly sets it apart. Young travellers can experience a greater sense of solitude, outdoor exploration, or relaxation in Seremban's lakeside gardens, hills, and forests, which also provide opportunities for trekking, hiking, and water bicycling. Throughout history, individuals have sought to improve their well-being while undertaking journeys (Bennett et al., 2004). Furthermore, in recent times, health-conscious travellers seeking to enhance their well-being are seeking out experiences that are more exhilarating and rewarding, in addition to those that provide more observable health advantages (Mihelj & Vasja, 2010). As a result, young travelers who prioritize their health will choose Seremban as their travel destination.

In addition, when devising travel plans, young travelers are typically frugal and place a premium on value-for-money amenities such as affordable or complimentary activities, reasonably priced accommodations, and convenient public transportation options. Such amenities are available in abundance in Seremban, which makes it an ideal location for youthful travellers seeking an inexpensive experience. Each of these amenities has had a beneficial effect on the younger demographic of tourists in Seremban.

H4: In Seremban, there is a significant relationship between complementary services and young-generation tourism. Hotels can tailor complimentary services to each guest's specific needs or preferences to enhance their experience. This enhances the guests' overall satisfaction and increases the hotel's revenue. Josefa et al. (2020) delineated three distinct categories of complementary services: "essential," "desirable," and "dispensable." Although "à la carte" pillows, online check-in and room selection, segmented hotels, and express check-out are 'desirable' services (those with a low frequency of use and high importance), hotels may offer them as complimentary amenities. Hotels may offer complimentary services that require payment in exchange for additional benefits, such as premium internet access, a complimentary breakfast buffet, a round-trip airport shuttle, or outside food delivery, among others. Therefore, it asserts that the hotel is committed to offering complimentary services to visitors in an effort to increase revenue and consumer loyalty. There is an increasing consensus among businesses that the most effective approach to enhancing their position in the contemporary competitive marketplace is to establish enduring collaboration relationships that are mutually advantageous (Fyall & Spyriadis, 2003). Consequently, the travel and tourism industry is beginning to recognise the significance of collaboration and partnership-building, be it in the pursuit of economic growth, poverty alleviation, environmental preservation, social equity, or cultural progress (Lacy et al., 2002; Agouram et al., 2023). Consequently, the additive amenities offered at the lodging establishment and tourist destination may impact the choices made by the younger cohorts of tourists. Tourism Malaysia (2017) reports that Berjaya Hotels & Resorts (BHR) was the inaugural establishment in Malaysia to offer complimentary smartphone usage, encompassing both domestic and international phone calls. The service provides unrestricted bandwidth for users to conduct web browsing, install their preferred applications, and maintain connections on social media platforms. Additionally, this service provided details regarding the hotel's amenities, as well as location-specific information such as awareness of the closest tourist attractions and notable landmarks. As a result, the hotel's provision of complimentary services will benefit both the establishment and its clientele. Thus, the positive impact of complementary services on the tourism of the younger generation in Seremban is evident.

H5: In Seremban, there is a significant relationship between the entrance fee and young generation tourism. With respect to the entrance fee, youthful generations, particularly students, are eligible for a variety of

advantages. Initially, MyRapid introduced the student concession card, which granted students (including those in primary, secondary, college, and university) a 50% discount off the cash fare for all RapidKL bus, BRT, LRT, monorail, and MRT rides. Additionally, student passes to Golden Screen Cinemas are available for as little as RM12 during the weekdays (Monday through Friday) for films that begin prior to 6 p.m. Young visitors (students) also receive discounted admission fees to tourist attractions. One example is a private museum located in Taman Tasik, Seremban, which offers students a 50% reduction on admission charges. In contemporary times, a number of tourist destinations across the globe offer student discounts (Times Travel Editor, 2019). Lee et al. (2012) found a positive correlation between visitors' satisfaction levels at tourist attractions and their willingness to pay. Thus, the entrance fee influences the younger generation's tourism in Seremban, Negeri Sembilan, in a positive way.

Methodology

Quantitative research methods are considered pertinent for attaining a comprehensive comprehension of a particular phenomenon. This study may employ an online questionnaire to conduct a quantitative survey, and This study may utilise further research methods to achieve our research objectives. This study will apply a snowball sampling technique to individuals aged 15 to 30 residing in the Seremban region to gather participants for this inquiry. This study employed a method to establish a participant network, starting with a limited number of initial participants and asking them to recommend additional potential participants. The researcher modifies the questionnaire items, sourced from previously published materials, to align with the research objectives and context. This approach ensures a comprehensive understanding of the phenomenon under investigation. Before initiating the questionnaire administration, the researcher must ensure that the measurement instrument demonstrates sufficient levels of validity and reliability. This study can achieve this objective by implementing a pilot test, which involves asking a restricted subset of participants to complete the questionnaire. This study then examined the results using Cronbach's alpha to determine the presence of internal consistency. The researcher must do the following during the survey:

Table 1. details the respondent demographic profile.

Demographic Variable	Frequency	Percentage
Gender		
Female	197	56.9
Male	149	43.1
Age		
15-20 years old	55	15.9
21-25 years old	252	72.8
26-30 years old	39	11.3
Marital Status		
Couple	105	30.3
Married	19	5.5
Single	222	64.2
Occupation		
Employer	20	5.8
Self Employed	2	0.6
Student	228	65.9
Unemployed	1	0.3
Worker (Employee)	95	27.5
Monthly Income		
None	168	48.6
Below RM999	29	8.4
RM1,000 – RM1,999	43	12.4
RM2,000 – RM2,999	46	13.3
RM3,000 – RM3,999	28	8.1
RM4,000 and above	32	9.2

Source: Develop for Research.

Results and Discussion

Characteristics of the Respondents

Table 1 indicates that this research surveyed a total of 346 participants. After data collection, This study enter the information into Microsoft Excel and analyse it using the SPSS programme. As shown in Table 1, the majority of respondents (197, or 56.9%) are female. All respondents fall within the age range of 15 to 30 years old, as the intended audience consists of people in their youth. The age group of 21–25 years old comprises the majority at 72.8%, while the prevailing marital status is single at 64.2%. This study gathered all of the information from thirteen Malaysian states, as well as other nations, including Japan. This study analysed youthful tourism in Negeri Sembilan as a result of this survey; therefore, the most data was collected in Negeri Sembilan. The findings revealed that the majority of the states represented in the data were those from Negeri Sembilan, comprising 36.4%, or 126 out of 345 respondents. A majority of them (64.9%) are pupils, while 48.6% lack a monthly income.

Analysis using Partial Least Squares (PLS)

An item's factor loading is an indicator of its ability to faithfully represent the underlying concept. Factor loadings have a range of -1 to 1, which is analogous to the correlation coefficient. Social science research typically produces outer loadings of less than 0.70, despite the general consensus that factor loadings exceeding 0.70 are favourable (Esposito et al., 2010). This study should not remove items with loading times below 0.70 from the system. Conversely, when an item has a negative factor loading, the system subtracts the raw score from the overall score instead of adding it, due to the negative correlation between the item and the factor (Christine et al., 2009). As shown in Table 3, the factor loadings range from -0.15 to 0.959. All factor loadings are positive, with the exception of AC4 (-0.089), AT1 (-0.126), and EF6 (-0.15), as demonstrated by the results. Therefore, this study will eliminate these three items from the study to ensure the reliability measures and AVE remain intact.

Reliability Analysis

Composite reliability (CR) and Cronbach's alpha are the two methodologies used in tandem to determine reliability. Building reliability assessments commonly use consistency ratio (CR) as a metric to assess the internal consistency of a structure. Cronbach's alpha assumes that all indicators are equally reliable. Partial least squares structural equation modelling (PLS-SEM), on the other hand, organises indicators based on how reliable they are during model estimation, which fits better with CR. Table 2 presents the results of Cronbach's alpha and composite reliability. Composite reliability ranges from 0.385 to 0.944, whereas Cronbach's alpha ranges from 0.102 to 0.932. The most common metrics used in this area are composite reliability and Cronbach alpha. These measure internal consistency by looking at how observable item factors interact with each other. The reliability of each specific indicator determines the arrangement of values in PLS-SEM. Higher numbers indicate a greater degree of dependability; the values range from zero to one. This study deem composite reliability/Cronbach alpha values ranging from 0.60 to 0.70 suitable for exploratory research, while greater values are necessary for phases of development. Nevertheless, a score equal to or exceeding 0.95 is unequivocally undesirable, and a value surpassing 0.90 is not recommended. In summary, Hamid (2017) limits the reliability of the tourism industry to amenities, entrance fees, and the younger generation, without considering any other aspects.

Table 2. Construct Reliability Analysis.

	Cronbach's Alpha	Composite Reliability (rho_c)
AC	0.102	0.555
AM	0.849	0.909
AT	0.069	0.385
CS	0.385	0.661
EF	0.636	0.678
YT	0.932	0.944

Source: Develop for Research.

Structural Model

Next, this study will evaluate the hypothesised relationship to validate the proposed hypothesis through structural equation modelling. R-squared provides an explanation for the variance in the outcome variable, YT youth tourism in Seremban, as illustrated in Figure 2. Put simply, R-squared indicates the degree to which the model suits the data when examining the relationship between variables. R-squared values ranging from 0 to 0.10 are considered poor for explanatory power, 0.11 to 0.30 for moderate power, 0.30 to 0.50 for moderate power, and greater than 0.50 for significant explanatory power. The dependent variables (AT, AC, CS, AM, and EF) could account for a 93.4% change in YT youthful tourism in Seremban, as indicated by $R^2 = 0.934$.

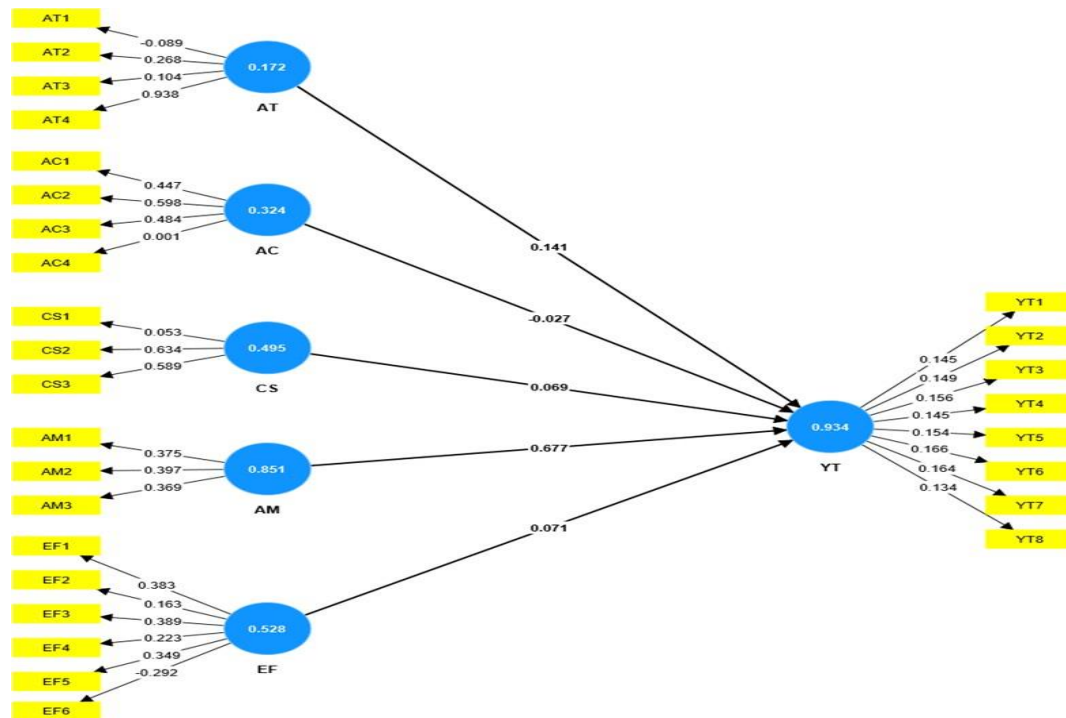


Figure 2. Structural Model.

Table 3. Shows the size of the effects for independent variables.

	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
AC -> YT	0.039	0.687	0.492
AM -> YT	0.05	13.542	0
AT -> YT	0.045	3.125	0.002
CS -> YT	0.032	2.131	0.033
EF -> YT	0.04	1.797	0.072

Table 3 summarises the results of the construct's validity, reliability, and normality tests. Young tourism and amenities have a variable reliability greater than 0.70, indicating that the measure is dependable. Youth tourism, amenities, and complimentary services are all valid variables because their values do not fall below 0.5. Nevertheless, the dependent variable is significantly influenced by only three independent variables: attractions ($p < 0.05$), complementary services ($p < 0.05$), and amenities ($p < 0.05$). Accessibilities and entrance fee are two additional independent variables whose p-values are greater than 0.05; therefore, they have no effect on the dependent variable.

Hypothesis Testing

H1: In Seremban, there is a significant relationship between attractions and young-generation tourism. Hypothesis 1: Determine whether Seremban attractions have a significant impact on the younger generation's tourism. AT has a significant effect on ST, according to the findings ($=0.045$, $t=3.125$, $p=0.002$). Consequently, H1 was upheld.

H2: There is a significant relationship between accessibility and young-generation tourism in Seremban. H2 assesses whether accessibility has a significant effect on the younger population's tourism in Seremban. The findings indicate that AC has no statistically significant impact on ST ($\beta = 0.039$, $t = 0.687$, $p = 0.492$). H2 was therefore not supported.

H3: In Seremban, there is a significant relationship between complementary services and young-generation tourism. H3 evaluates the potential impact of complementary services on the younger generation's tourism behavior in Seremban. The findings indicate that CS has a statistically significant impact on ST ($\beta = 0.032$, $t = 2.131$, $p = 0.033$). As a result, H3 received support.

H4: In Seremban, there is a significant relationship between amenities and young generation tourism. H4 assesses whether amenities significantly influence the younger population's tourism in Seremban. The findings indicate that AM has a statistically significant impact on ST ($\beta = 0.05$, $t = 13.542$, $p = 0$). As a result, H4 received support.

H5: In Seremban, there is a significant relationship between entrance fees and young generation tourism. H5 assesses whether attractions in Seremban have a significant influence on the younger generation's tourism behavior. The findings indicate that EF has no statistically significant impact on ST ($\beta = 0.04$, $t = 1.797$, $p = 0.072$). Subsequently, H5 was not upheld.

Table 4. Summary of the current hypothesis confirmation.

Hypothesis	P-value	Results
H1: There is a significant relationship between Attractions and Young Generation Tourism in Seremban.	0.002	Supported
H2: There is a significant relationship between Accessibility and Young Generation Tourism in Seremban.	0.492	Not Supported
H3: There is a significant relationship between Complementary Services and Young Generation Tourism in Seremban.	0.033	Supported
H4: There is a significant relationship between Amenities and Young Generation Tourism in Seremban.	0.000	Supported
H5: There is a significant relationship between Entrance Fees and Young Generation Tourism in Seremban.	0.072	Not Supported

Source: Develop for Research.

Conclusion, Discussion, and Implications

There are three supported hypotheses (H1, H3, and H4) and two unsupported hypotheses (H2 and H5). This suggests that attractions, complimentary services, and amenities have both directly and indirectly influenced the tourism habits of the younger generation in Seremban. On the contrary, neither access nor entrance fees have had a discernible direct or indirect impact on the younger generation's tourism behavior in Seremban. This study support Hypotheses H1, H3, and H4 because their respective p-values—0.002, 0.033, and 0—are below 0.05. The attractions, supplementary services, and amenities in Seremban exhibit substantial associations with the tourism activities of the younger demographic.

Firstly, the attractions in Seremban significantly influence the tourism of the younger generation, as they are constantly seeking unique and captivating experiences. Consequently, attractions catering to their specific interests, such as trendy locales and adventure activities, tend to draw them in. Young people are also often inclined towards outdoor and daring activities. Water sports, hiking trails, and additional outdoor activities may make Seremban more appealing to younger demographics. Furthermore, complementary services play a significant role in augmenting the overall travel experience (Steinhoff & Zondag, 2021). Young travellers, who may be more cost-conscious, gravitate towards reasonably priced complimentary services that provide good value. Budgetary restrictions may apply to younger visitors. Guests may find value-for-money supplementary services like affordable accommodation, convenient transportation, and complimentary or inexpensive activities appealing. Consequently, Seremban's amenities have a strong correlation with the youth tourism sector, as visitors frequently seek out unique and visually appealing accommodations (Xie et al., 2020). Boutique hotels, eco-friendly vacations, and other distinctive lodging options could potentially attract younger demographics to Seremban. Nevertheless, some research asserts

that the amenities have no appreciable effect on tourism due to the presence of substandard facilities at specific locations, including shaky property pathways (Sangkakorn et al., 2012). The p-values of H2 and H5, which exceed 0.05, do not support them; they are 0.492 and 0.072, respectively.

There is a significant correlation between accessibility and youth tourism in Seremban, according to the findings. This is because, despite the fact that accessibility is equivalent, younger visitors may choose neighbouring destinations with more marketed attractions and services than Seremban. Furthermore, despite Seremban's favorable accessibility, there appeared to be a lack of marketing efforts targeting the younger demographic. If younger travelers lack awareness of a particular destination or its easily accessible alternatives, they may choose not to include it in their travel itinerary.

On the other hand, the impact of entrance fees on the tourism behavior of the younger demographic in Seremban is negligible. This is because the younger demographic frequently seeks out cost-effective or complimentary activities. If Seremban lacks a sufficient number of conveniently accessible free attractions or modest activities, younger visitors may opt for destinations that offer more cost-effective alternatives. Even though certain attractions charge admission fees, younger visitors may not consider them worthwhile. They may be less inclined to make a payment if the provided experiences fail to align with their expectations or specific areas of interest. But as stated by Piel (2016), tourist destinations may charge various rates for individuals with disabilities who qualify for discounts. Hence, in this particular scenario, a youthful tourist who is disabled may be eligible for entrance fee discounts.

In order to enhance its appeal to the younger demographic, Negeri Sembilan should undertake the task of discerning and comprehending the preferences and needs of its tourists. Travel by young people is not a novel occurrence in Malaysia. Although Malaysian adolescents do not engage in extensive international travel, they are active excursionists and domestic travellers. Youth travel, according to a number of industry analysts, is the sector of the travel industry that is expanding at the quickest rate, exerting a substantial economic and long-term impact on domestic tourism (MOHAMED et al., n.d.). The purpose of this research is to examine the preferences and demands of the younger generation with regard to vacation destination selection. This study also examines young people's perceptions of the value and practicality of youth-oriented amenities in Malaysian tourist destinations.

This investigation expands the existing body of knowledge on place appeal by incorporating the more recent tourism industry in Seremban. Given the notable demographic transition towards a younger populace, it is imperative to comprehend the perspectives, requirements, and inclinations of the younger cohort concerning travel locales. Through an assessment of the efficacy of attributes that cater to children's interests, this research guides forthcoming adjustments in tourist destinations, specifically targeting younger visitors. This report provides a comprehensive understanding of the factors that motivate young travellers in Malaysia. For example, entrance fees, attractions, accessibility, amenities, and complimentary services all influence the youthful tourism sector in Seremban.

The findings of our study revealed that amenities, attractions, and supplementary services have a significant impact on the travel patterns of younger visitors to Seremban, Negeri Sembilan. To illustrate, amenities encompass critical services and facilities that ensure a visitor's comfort and safety at a given location; these may include access to safe drinkable water, public lavatories, signage, connectivity, emergency services, postal facilities, roads, and footpaths. It profoundly influences the manner in which visitors perceive the location. Seremban's natural grandeur, including its mountains, coastlines, and other features, may appeal to tourists. On the other hand, the hotel could offer complimentary amenities like high-speed internet, which allows guests to stay connected while working, a complimentary breakfast with a choice of continental or complete buffet, and complimentary parking for buses, automobiles, and motorcycles. These additional services have the potential to improve guests' overall experience, cultivate customer loyalty, and boost the hotel's financial performance. Our research indicates that accessibility and entrance fees have no significant bearing on the tourism of the younger generation in Seremban, Negeri Sembilan. The government and businesses should not place an excessive amount of emphasis on these perspectives. Instead, place greater emphasis on the domains of attractions, supplementary services, and amenities.

Research supports this notion by demonstrating a generational divide between today's youth and those of the past. The notion of adolescent travellers from the past no longer represents the market for young people

in the present day. Furthermore, today's youth travelers are more likely to seek out novel and exciting experiences and obstacles. This study put this concept into practice when collecting survey data. In order to guarantee the inclusion of the most recent cohort of participants, this study restricted the survey to individuals aged 15 to 30. This sheds light on the factors that influence the younger demographic's decision-making process when selecting travel destinations. Furthermore, this study employed the SmartPLS model to examine the relationship between the independent variables (accessibility, attractions, amenities, supplementary services, and admission prices) and the dependent variable (tourism among the younger population in Seremban). Subsequent investigations may use the SmartPLS model as a framework to investigate the attributes of young visitors in Seremban and/or additional variables that influence this demographic's tourism behavior.

Despite the study's substantial contribution, its nature and scope do impose certain limitations. A potential limitation of this study is that the participants may not have yet expressed their genuine sentiments and opinions about the location. The fact that respondents' preferences for travel may vary considerably is one difficulty associated with this limitation. This dishonesty may lead to manipulated outcomes and data that have the potential to be more reliable. To start, one potential solution to address the initial constraint is to conduct the questionnaire in person. If they have any doubts about the inquiries, they can promptly correct their misunderstanding while also monitoring the trend of their answers. This allows for the elimination of distorted results and data. Scholars will subsequently have access to reliable data. To address the second constraint, the researcher may provide participants with a printed QR code to scan in order to complete the Google Form-generated questionnaire. As a result, it may become more effective and efficient. Additionally, the researchers ought to recommend that the participants encourage their peers, parents, and friends to participate in the survey as well. This will allow us to amass a large amount of data, which will be useful for data analysis. In addition, since the majority of the younger generation is active on social media, particularly Instagram and Facebook, collecting responses from the intended audience via social media is an effective strategy. Thus, it would be able to more efficiently collect the data.

In addition, to overcome the third constraint, it would be prudent to consider additional structures during the problem formulation phase. Because only a few queries are unrelated to the variables, convergent validity (AVE) calculations may be susceptible to error. In order to demonstrate convergent validity, researchers should devote more time to conducting additional research to validate the questionnaire's content. Finally, in order to mitigate the fourth constraint, the investigator ought to promote the use of impartial evaluation criteria. When assessing a location, it is advisable to take into account universally applicable factors beyond personal satisfaction. Sanitation, historical significance, safety, accessibility, and so on are some examples of these factors. Additionally, this study encourage the researchers to evaluate variables using objective criteria through comparative analysis. This method facilitates a more unbiased evaluation by effectively diminishing the impact of individual experiences.

The primary goal of this study is to investigate the factors that influence Malaysia's youth tourism cohort's decision to visit Seremban. The study's findings support and significantly link three of the five independent variables (amenities, attractions, and complementary services) with youth generation tourism in Seremban, Negeri. The Sembilan region. Moreover, since the p-value exceeds 0.05, there is no statistically significant correlation between accessibility, entrance fees, and the number of youthful tourists who visit Seremban. The massive sample size of 346 participants in the study is one possible explanation for this phenomenon. Hypothesis testing with a substantial sample size can identify small effects (Dahiru, 2008). An alternative rationale for the lack of correlation between entrance charge factors and the tourism of the younger generation in Seremban is that the majority of this demographic is amenable to paying an extra admission fee when they visit a particular attraction (Hassin et al., 2021). Consequently, the aforementioned variable will not exert any influence on the youthful generation's inclination to visit Seremban. In summary, our study furnished pertinent information and resources that will aid subsequent researchers in their quest to comprehend the determinants that influence the number of young people who travel to Seremban, Negeri Sembilan.

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