
UNDERSTANDING OF DOMESTIC TOURISM IN MALAYSIA : A QUALITATIVE STUDY

**Nurul Farhana Nasir^{*1}, Muhammad Arif Nasir^{*2}, Muhammad Nur Firdaus Nasir^{*3},
Muhammad Faiz Nasir^{*4}**

^{*1}Faculty of Business Management, Universiti Teknologi MARA, Shah Alam, Selangor, Malaysia.

^{*2}Faculty of Hospitality and Tourism, Kolej Universiti Islam, Melaka, Malaysia.

^{*3}Faculty of Art & Design, Universiti Teknologi MARA, Melaka, Malaysia.

^{*4}Faculty of Business Management, Universiti Teknologi MARA, Shah Alam, Selangor, Malaysia.

ABSTRACT

Over the last decades, domestic tourism has been growing steadily in Malaysia, and it is no surprise that this growing industry is now one of the largest income generators in Malaysia. The increase in the number of tourists in many popular destinations in Malaysia shows that domestic tourism is becoming increasingly popular in the tourism sector. However, many industries were affected by the Covid-19 pandemic outbreak. One of these is domestic tourism. Literally, the Government has made a number of efforts to boost domestic tourism in Malaysia, such as encouraging Malaysians to travel domestically. Domestic tourism is currently in a state of recovery. To generate revenue for the nation, it is essential to recover domestic tourism first. By conducting three intensive interviews with academicians and tourists, this study utilises a qualitative research approach. The findings of the in-depth interviews have led to predictions that tourists have a clear understanding of domestic tourism and the need for new travel norms. The key priority for travel is the protection of public health, including tourism workers and tourists. Thus, several recommendations for preventive measures for domestic tourism operators and tourists in the face of this Covid-19 pandemic outbreak have also been discussed in this paper.

Keywords: Domestic Tourism, Tourist, Tourism Industry, Malaysia

I. INTRODUCTION

The pandemic of Covid-19 had a tremendous impact on the tourism industry. It is undeniable that many people in this world have been affected by the Covid-19 pandemic. Day by day, the global death toll from the corona virus continues to increase. This pandemic disease has devastated economies and left millions of people unemployed. In fact, at least 6.2 million people globally have now been infected by the pandemic. With more than 3.5 million people in the tourism industry affected by this pandemic, the tourism industry is one of the most affected industries because of this pandemic disease. This is obviously a difficult situation for the tourism industry, as it takes longer to refocus, reinvent, and rebuild again.

In Malaysia, tourism is one of the main drivers of the Economic Transformation Programme in the National Key Economic Areas (Bhuiyan, Siwar, & Ismail, 2013). In addition to manufacturing, the tourism industry is the second largest foreign income earner (Mohamed, Bahaudin, & Omar, 2008). This clearly indicates that one of Malaysia's backbone revenues is the tourism industry. The tourism industry, however, depends on the visibility of international and domestic visitors. As Malaysia's borders are closed and the government imposes an entry ban on people from countries with more than 150,000 covid-19, Malaysia needs to concentrate and focus on domestic tourism to improve Malaysia's economy.

In principle, domestic tourism plays a significant role for a country. There is a lot of potential for domestic tourism that needs to be tapped. Although the Ministry of Tourism, Arts and Culture has cancelled the "Visit Malaysia 2020" campaign due to the outbreak of the coronavirus pandemic, ongoing efforts to promote tourism should be made in particular in the area of domestic tourism. In addition, domestic tourism could boost the aviation industry, accommodation, retail, food and beverage sectors.

Essentially, Malaysia's tourism industry requires participation from different quarters to make the country more visible from the domestic front. Understanding domestic tourism is important to ensure that the right promotions are carried out (Mohamed, 2005). Indeed, strategies are needed to improve products and services (Nasir, Roslin, & Chui, 2020). Tourism Malaysia should therefore start plans by working closely with local, international partners and stakeholders to boost the domestic tourism industry.

As such, the collection of data on domestic movement is essential for the assessment and improvement of domestic tourism in a country. However, many of the countries in the world have not recorded domestic demand, especially developing countries (Goeldner & Ritchie, 2003). This has led to a lack of literature in past research. Tourism operators should therefore determine the factors that influence the choice of domestic tourism among Malaysians. Literally, there are no restrictions on government and standard operating procedures (SOPs) for travel prior to a pandemic. However, while travelling in the country, tourists must apply new norms for sanitised travel post Covid-19. Everyone is actually at risk. Therefore, everyone should take precautions to avoid risks. It is therefore interesting to know the level of tourists' understanding of the new standard of travel.

Extending to the above paragraph, the present study is guided by the following research questions; (1) What is the understanding of Malaysian tourists with regard to the concept of domestic tourism? (2) What are the factors that influence domestic tourism among the people of Malaysia? (3) What are Malaysian's main purposes for domestic travel? (4) What is the level of tourist knowledge of the new travel standards? (5) What are the perspectives of tourists on the future of domestic tourism in Malaysia?

To answer these research questions, this paper offers some sections. In the first section, the researcher provides an introduction to the research. The literature review is discussed in the second section of this paper. A qualitative approach consisting of extensive interviews with academicians and tourists is mentioned in the third section of this article. The analysis of the results is discussed in the fourth section of this paper. A conclusion is drawn in the final part of this paper.

II. LITERATURE REVIEW

A comprehensive understanding of the concept of domestic tourism was developed on the basis of a literature review. The researcher also explores the factors that have contributed to domestic tourism. In addition, this section also seeks to explore the main purposes of Malaysian travel. Domestic tourism is defined as people travelling within the country. In other words, domestic tourism is getting across the country. For example, people from Pahang are going to Melaka for a holiday.

According to Hall and Lew (2009), domestic tourism is defined as the residents of a country that travels within the economic territory of that country. Caletrio (2012) has defined domestic tourism as national tourism. Meanwhile, a study by Ndlovu, Nyakunu and Heath (2010) defines domestic tourism as local travel within the country with the aim of visiting friends and relatives or travelling for leisure.

Essentially, there are numerous factors that contribute to the choice of domestic tourism, such as cost constraints. According to Puah, Jong, Ayob and Ismail (2018), tourism receipts and capital investment in the tourism industry are two important components to sustain economic growth. Malaysia's Department of Statistics released the most recent key statistics on domestic tourism in Malaysia for 2017 and 2018 (see Table 1).

Table 1: Key Statistics of Domestic Tourism Malaysia, 2017 and 2018

Domestic Tourism Malaysia			
Item	2017	2018	Percentage Change (%)
Domestic Visitors (Million)	205.4	221.3	7.7
Number of Trips ('000)	83103	92561	11.4
Total Expenditure (RM Million)	276.1	302.4	9.5

Source: Department of Statistics Malaysia (2019)

Based on the above statistics, in 2017, RM205.4 million was spent on domestic tourism. Meanwhile, in 2018, RM221.3 million was spent on domestic tourism. This shows an increase of 7.7 percentage points in 2018 compared with 2017. Clearly, this has shown a positive indicator for domestic tourism. In addition, this is proof of the success of the campaign promoted by the Ministry of Tourism, Arts and Culture. On the other hand, there was an increase in the number of trips in 2018 compared to 2017. In 2018, there was an increase in the number of domestic trips. In fact, this is a major factor for the increase in total expenditure in 2018. Essentially, the increase in overall expenditure contributes to the significant growth of Malaysia’s economy.

Essentially, there are several main purposes of domestic tourism in Malaysia. According to the Department of Statistics in 2020, there are five main purposes for domestic travellers visiting relatives and friends (40.6 percent); shopping (34.6 percent); holidays, leisure or relaxation (10.4 percent); entertainment, special events or sports (5.2 percent); medical treatment or wellness (4.6 percent) and others (4.5 percent).

Visiting relatives and friends is one of the main goals of tourists travelling domestically. Visiting family and friends is the most common reason for domestic travel by tourists. The major portion of the domestic travel market is actually contributed by visiting relatives and friends (Backer, Leisch, & Dolnicar, 2017; Lehto, Morrison, & O’Leary, 2001). Generally, attending weddings and family events is commonly referred to as visiting relatives. Visiting friends, meanwhile, is commonly referred to as meeting friends.

The second objective of domestic tourism in Malaysia is to shop. Numerous studies have documented the importance of shopping among domestic tourists as a factor of satisfaction in domestic travel (Moscardo, 2004; Turner, & Reisinger, 2001). In the early 1980s, the majority of Malaysians were preferred to shop in the Old Woodlands Town Centre. The Old Woodlands Town Centre is located in the northern part of Singapore.

Obviously, with retail stores shopping for textiles and electronic products, this place was very popular. This location was very busy with business transactions at that time. Tourists usually prefer to eat, such as kopitiam, at the nearest place next to the Old Woodlands Town Centre. There have been many shopping destinations across Malaysia recently. For example, it is preferable for domestic tourists to have modern shopping in Kuala Lumpur and Penang. Meanwhile, for tourists who are looking for cultural crafts, Malacca and the East Coast of Peninsular Malaysia are the best shopping opportunities.

The third purpose of domestic tourism in Malaysia is holidays. Since the Government of Malaysia is launching a campaign called “Cuti-cuti Malaysia” (Malaysians go on holiday) to encourage Malaysia’s domestic travel and stimulate the growth of domestic tourism. Indeed, this campaign is boosting domestic tourism in Malaysia by inculcating the value of holiday culture among Malaysians. There are many locations for domestic tourism that are becoming popular with thousands of domestic tourists. Cameron Highlands, for example, is becoming popular with thousands of visitors who purchase freshly grown vegetables, fresh flowers, strawberries, and souvenirs. Some of them just visit Cameron Highlands for day trips to buy fresh vegetables at local markets.

In the meantime, holiday, leisure or relaxation are the fourth objective of domestic tourism in Malaysia. Schools, for example, organised school trips to have a fun or relaxation for their students. Bus is usually the preferred means of transport to another destination during school trips. Kuala Lumpur and Penang are two main population travel destinations. In general, students are very excited about travelling because due to the cost restriction, many of them are not affordable to do so. If the site visited is nearby, they just have a day trip. However, if the destination is far from the school and takes several hours to arrive, they will choose to stay at a budget hotel or motel.

Entertainment, attending special events, or sport is the fifth main purpose of domestic tourism in Malaysia. Participating in major events in Malaysia, for example, always refers to an open house organised by the Prime Minister and the Ministry of Cabinet. For example, the annual Open House of Prime Minister Hari Raya was visited by thousands of Malaysians from all walks of life. Despite the multiracial and multi-religious nature of Malaysians, they celebrate festivals together. Crowds come from many countries, such as Kedah, Kelantan, Perak, Terengganu and many others, to celebrate Hari Raya festivals. There are many delicious buffets waiting for visitors, such as leman, rendang, char kuey teow, mee goreng mamak and many more.

Apart from government-organised festivals, there are also marathon events that are particularly stimulating domestic tourism growth in Malaysia. Kuala Lumpur Standard Chartered Marathon is one of the most popular events in Malaysia. This annual marathon event is being held in Kuala Lumpur. In particular, thousands of Malaysians have participated in the event, most of whom are from many Malaysian states. Participants who come from other states usually visit their nearest hotels or stay in their family residence earlier.

Next, medical treatment or wellness is the sixth main purpose of domestic tourism in Malaysia. The healthcare system's inability to deal with increasing demand and decreasing access through long waiting is allowing people to seek alternatives to find the best medical treatment that shortens waiting time.

On the basis of the above-mentioned literature, most researchers have briefly explained the concept of domestic tourism, the factors that contribute to the choice of domestic tourism, and the objectives of domestic tourism. However, there is still not enough literature to focus on the reasons that influence Malaysians to choose domestic tourism and to inform them of a new standard while travelling. This study is trying to discuss the gap. The researcher has adopted a qualitative research approach to the analysis of in-depth factors. The next section discusses the methodology used in this study.

III. METHODOLOGY

In this study, qualitative research is chosen in order to meet the research objectives set out in the previous section. Qualitative research was chosen for a number of reasons in this study. First, qualitative research that provides a better understanding of current situations. Second, qualitative research has been used to maximise the collection of high quality information. Tourism is one of the areas in which people need interpretation, the sharing of experiences, the need for people to give ideas, provide information and share views. Therefore, the qualitative method appears to be justified and relevant to be used in this study.

This study used three domestic tourists as a sample for this study. One of them is an academic who has had five years of experience working in the tourism industry. He is also a graduate in tourism studies. The rationale for this choice was to explore the meaning of the attributed factors that influence Malaysia to choose domestic tourism and to gain a better understanding of the concept of domestic tourism. Domestic tourists were the other two respondents. One of the domestic tourists is male and the other is female. One respondent works in the government sector, while another works in the private industry. All those who responded were Malaysians.

The content analysis method was used in this study with regard to data collection. In this study, the researchers employed open-ended questions. Each session of the interview took roughly 40 minutes. The participants were encouraged to share their thoughts, their understanding of the issues, and their experiences with regard to the subject. With the permission of the respondents, the researcher recorded each of the interview sessions.

Participants in the study will remain confidential. The coding process is therefore required on the basis of this matter. There are two categories in this study, namely academicians and tourists. The academician is coded as A1. In the meantime, there are two participants for tourists. Two participants for tourists were coded T1 and T2.

IV. RESULTS AND DISCUSSION

There were a lot of concepts of domestic tourism based on the literature. The respondents all underlined the concept of domestic tourism as a country holiday. The following answer is required by the respondents:

Respondent (T1): "The basic concept of domestic tourism is country holiday."

Similarly, another respondent (T2) said: "For me, domestic tourism is cuti-cuti Malaysia (Malaysian go for holiday).

A similar meaning has been given by another respondent (A1): "Domestic tourism is the concept of tourism within the country... OK ... basically, you can see that domestic tourism has more of a response than international tourism. Domestic tourism is a country holiday. For example, a tourist from Melaka is going to Perak for a holiday. Melaka is the origin, and Perak is the destination. For example, the destination he / she wants to visit is an interesting place, such as the Royal Belum, the Kuala Kangsar Palace, and the Kellie Castle. That is the concept of domestic tourism. It is only covered by the country and the interstate.

On the basis of the above discussion, all respondents have a clear understanding of domestic tourism. The concepts of domestic tourism are well known to all respondents. The discussion leads us to understand that the concept of domestic tourism is derived from people's origin to destination. For example, a tourist from Melaka goes to Perak for a vacation. Melaka says it's the origin, and Perak's the destination.

The Factors that Influences Tourists to Choose Domestic Tourism

There is a consensus among respondents on the factors that influence tourists to choose domestic tourism. Respondents should say:

Respondent (T1): "Limited time...for instance, I need longer time if i want to go for a holiday in oversea (international tourism). Sometimes job factor is the reason why people hard to get leave. Therefore, we would prefer to go to places that are close to us (domestic tourism). Domestic tourism is therefore preferable to international tourism. Well, cost constraints are another factor influencing individuals to choose domestic tourism. They need more money if someone goes for international tourism, because you know we need to exchange that money. Yes, before I forget, the food factor is one of the influences that people have on the choice of domestic tourism. Well, it's easy to get Halal Food if you are travelling domestically compared to travelling internationally, such as Japan and South Korea.

Respondent (T2) said: "Cost is one of the reasons why people choose domestic tourism. Domestic tourism is much cheaper than travelling internationally because we need to exchange money if we want to travel internationally. If we used ringgit in Malaysia, but if we went for international tourism, we might need to exchange money for the US dollar. So, travel outside definitely has incurred high costs and, of course, hotel prices are high ... well, I mean, hotel prices are not cheap as if we were staying at a hotel in Malaysia. Another factor affecting individuals to choose domestic tourism is easy to reach destinations. As you know, travelling in Malaysia is easy. Compared to travelling internationally, not exhausted. Another reason that individuals choose domestic tourism is the security factor. As you know, compared to third world countries, Malaysia is safe, so I preferred to choose domestic tourism over international tourism.

Respondent (A1) said: "For me, there are a number of factors that influence people to travel domestically... well... as I mentioned earlier, domestic tourism has strong factors. Domestic tourism is easily accessible. There

are few components in the tourism industry, such as accessibility, accommodation, attractions, transport, etc., so domestic tourism is much easier in terms of transport. Transport costs for domestic tourism are much cheaper than international tourism. Accommodation is another factor. Accommodation, as I mentioned earlier, is another factor that influences people to travel domestically. International tourism has incurred higher accommodation costs because tourists need to stay for at least a few days. Compared to domestic tourism, tourists can go on a day trip... well, if they need to stay overnight... they stay at their family friends' house. That can save costs a little. Besides visiting interesting places, they visit relatives at the same time. Domestic tourism has advantages. Another thing is accessibility... well, it's easy for people to travel home when people have their own transportation. People, for example, travel from Melaka (origin) to Lenggong (destination). So, they can only travel with their own car. If people travel internationally, they may have fast accessibility because travel by flight is faster, but they may have incurred other costs that are accessible upon arrival."

Based on the discussions, therefore, it concludes that all respondents agreed that domestic tourism is highly preferable to Malaysians. It is, however, complicated to know the exact total number of domestic visitors who travel domestically. To overcome this problem, the tourism and hospitality sector must cooperate with state tourism in order to record some data to be filled by tourists. The researcher found new factors than the influence of tourists to choose domestic tourism other than those indicated in the previous literature. The factors are food and time constraints.

The Main Purposes of Malaysian to travel domestically

Almost all of the respondents agreed on the main purposes of the Malaysian travel domestically. For example, the respondent (T1) said: "I love shopping. I believe that shopping is Malaysia's main goal of travel domestically. In fact, apart from shopping, I love seeing the beautiful scenery when I travel domestically".

A similar view from Respondent T2 said: "Well... for me, I helped small businesses when I travelled domestically to buy products (shopping) from them"

Respondent (A1) also mentioned the main purpose of Malaysian travel domestically: "Okay... the main purpose of Malaysian travel domestically because every state in Malaysia that is Peninsular Malaysia, Sabah and Sarawak has its own attractions (holidays) that we can visit... well, there is a variety of the latest tourism products that have been offered to tourists. We can see that domestic tourism is much greater. We can see a lot of attraction in domestic tourism... for example, we have had Langkawi, Killing Job Park, Royal Belum... well... we have got Sipadan Island and Mabul Island in Sabah... every destination has its own strength... look at its ecosystem... it's so beautiful! In addition, domestic tourists also visit relatives and friends when they travel domestically."

From the above discussion, all respondents in this study have a better understanding of Malaysia's primary objective of travelling domestically. To attract tourists to travel domestically, aggressive promotions are required. In order to increase the tourist attendance, tourism operators can offer their interesting package through Facebook, Twitter, and Instagram.

Getting Knowledge on New Norms of Travelling

There are differences in views among respondents about new travel norms. For example, respondent (T1) stated that: "Ohh I know about this... I know from newspapers... What I know about new travelling norms is that we need to wear masks in the public, especially in the crowded places... Definitely I'm okay with the new travelling norm and, of course, despite this pandemic outbreak covid-19" we are not restricted to travel domestically.

Another respondent (T2) said, "Yes ... I know about new travel norms. I know from television... for me, we are living in frightened situations where we need to wear a mask if we want to go everywhere"

Similarly, respondent (A1) also stated that: "In terms of new travel norms in the tourism industry ... for me, it is important for me to have new travel norms ... especially when there is a pandemic outbreak for me, it is important to implement new norms to prevent the pandemic outbreak from getting worse and spreading to others."

Accordingly, the foregoing discussions conclude that all respondents are aware of new travel norms. On the basis of the above discussion, people are exposed to new norms from the media (i.e. newspaper and television). This clearly indicates the effectiveness of the media in providing information to people. Although some tourists may think that the new norms are complicated, we need to follow the standard of procedure to prevent the spread of a pandemic. Consequently, all tourists must wear face coverings or protective masks in public places where it is difficult to keep 6 feet away from others. This preventive measure is important in order to prevent the spread of the virus from people who do not have symptoms.

Future of Domestic Tourism in Malaysia

Respondents have similar perceptions about the future of domestic tourism in Malaysia. Respondents hoped that domestic tourism would have a bright future in terms of the development of domestic tourism in Malaysia. For example, respondent (T1) said: "I think domestic tourism in Malaysia has a bright future. You can see recently that domestic tourism is slowly having a recovery period. Domestic tourism is regaining its popularity even though we are still fighting the outbreak of a pandemic. Therefore, I think that domestic tourism will grow and generate more revenue in the future."

A similar view from Respondent (T2) said: "Well, domestic tourism in Malaysia has a big future in Malaysia... actually, I saw a lot of my friends shifting from international tourism to domestic tourism... previously, a lot of my friends went on vacation abroad... now, because of the outbreak of the pandemic, they are shifting to domestic tourism... and what a surprise to me, they told me that now they can see the beautiful of Malaysia.. to me, we need an aggressive strategy to boost our tourism industry."

Similarly, the respondent (A1) says, "Well... we can actually see that the number of tourists attending domestic tourism is ten times higher than that of international tourism. It is complicated to record the actual total accurate attendance of tourists travelling domestically compared to tourists travelling internationally because international tourists are entering another country by sea or by air. Of course, the Immigration Department has recorded tourist attendance. But for domestic tourism, we can only record the tourist attendance through the place they are staying and the tickets they have sold... that was the only way to record the tourist attendance. For me, this is the best time to strengthen our domestic tourism industry... we need to encourage our Malaysians to support domestic tourism... of course, continuous efforts are needed to maintain our domestic tourism at a higher level.

The above discussions conclude that domestic tourism in Malaysia has a better future. There are a lot of tourist attractions in Malaysia. There is thus a need for public, private sectors and agencies to make continuous efforts to develop domestic tourism in Malaysia. Although the government has launched a number of campaigns and events aimed at increasing the sustainability of domestic tourism, efforts from all sectors are needed to boost domestic tourism in high places. It is suggested that the agencies should have a more systematic approach in the future to record tourist attendance.

V. RECOMMENDATION

The following recommendations have been made based on the findings. Increasing accessibility to attract domestic tourists is the first recommendation. In order to increase the accessibility of tourism, domestic tourism operators are encouraged to provide domestic tourists with a special voucher. By giving the domestic tourist a special voucher, it will significantly influence the use of it by domestic tourists. In addition, domestic tourism operators can also promote interesting places and cultures in order to increase tourist attendance.

The second recommendation is that domestic tourism operators need to ensure that tourists follow standard operating procedures (SOPs) in order to adopt a new standard for sanitised travel after the outbreak of the pandemic. In addition, standard operating procedures (SOPs) are important to ensure that domestic tourism operators can carry out their work with minimal risks of being exposed to pandemic disease.

There are a number of measures that should be taken by domestic tourism operators to ensure that tourists have confidence in travel. The first measure to be taken by the domestic tourism industry is the disinfection of tour vehicles. Travel agencies must ensure that they disinfect tour vehicles in order to reduce the spread of the outbreak of pandemic disease. The process of disinfection of tour vehicles should be carried out prior to embarkation and disembarkation of tourists. Domestic tourism operators should ensure that tourists have a social distance of one metre when queuing up before embarking and disembarking the transportation.

The second measure that domestic tourism operators should take is to strictly enforce personal hygiene among tour guides by ensuring that they wear protective masks. Thirdly, during this pandemic disease outbreak, the sanitisation of luggage is another preventive measure that should be taken. The luggage sanitisation process is important for the transmission of the virus, as the virus can live on certain surfaces, such as plastic and steel, for three days. Domestic tourism operators should take another preventive measure to reduce the full capacity of tour buses by 50% in order to maintain social distance. To reduce the threshold of pandemic outbreaks from spreading, maintaining social distance is essential. The temperature screening of tourists is another measure that should be taken by domestic tourism operators. Before embarking on transport and before entering any premises or building, it is important to screening the temperature of tourists to ensure that they are free of any symptoms.

In the meantime, there are a number of preventive measures that must be taken for tourists travelling during this pandemic. Tourists are recommended, first, to wear protective masks in the public. Tourists are advised to practice good hand hygiene in order to reduce the risk of contact with respiratory infection or other contagious diseases while travelling. The most significant measure for preventing infection is handwashing. In particular, tourists are advised to wash their hands for at least 20 seconds. However, it is difficult for tourists to wash their hands every 20 seconds with water and soap. Hand sanitiser is therefore the best solution for replacing water and soap, especially for tourists.

Next, tourists are encouraged to practice social distance. To avoid the risk of contamination due to coughing and sneezing, tourists are encouraged to stay at least 1 metre away. Practicing social distancing is important because the risk of infection could be high if tourists visit a large crowded destination. If tourists have symptoms of respiratory illness or other illness while travelling, it is important to keep away from other travellers if possible. Tourists are then advised to meet with medical practitioners if symptoms get worse.

The third recommendation is to develop collaborators with agencies and the private sector. Collaboration between domestic tourism operators and agencies and the private sector is important to ensure the sustainability of domestic tourism in the tourism sector. Collaboration is important in re-branding domestic tourism products and in formulating new ideas to enhance domestic tourism.

VI. CONCLUSION

Domestic tourism is important for Malaysia's economic development. Although domestic tourism has become popular recently, the government should make consistent efforts to boost domestic tourism in order to maintain sustainability in the future. In order to encourage Malaysians to travel domestically, the government should launch an aggressive campaign. The Government of Malaysia must aggressively promote domestic tourism by making an extra effort to encourage Malaysians to travel locally to boost Malaysia's economy. In addition, domestic tourism industries are encouraged to improvise on their products and services in order to attract more local tourists.

VII. REFERENCES

- [1] Backer, E., Leisch, F., & Dolnicar, S. (2017). Visiting friends or relatives? *Tourism Management*, 60, 56-64.
- [2] Bhuiyan, M. A. H., Siwar, C., Ismail, S. M. (2013). Tourism development in Malaysia from the perspective of development plans. *Asian Social Science*, 9(9), 11-18.
- [3] Caletrio, J. (2012). Simple living and tourism in times of 'austerity'. *Current Issues in Tourism*, 15, 275-279.
- [4] Goeldner, C. R., & Ritchie, J. R. B. (2003). *Tourism: principles, practices, philosophies*. 9th ed. USA: John Wiley & Sons Ltd
- [5] Hall, C. M., & Lew, A. A. (2009). *Understanding and managing tourism impacts: An integrated approach*, Routledge
- [6] Lehto, X. Y., Morrison, A. M., & O'Leary, J. T. (2001). Does the visiting friends and relatives' typology make a difference? A study of the international VSF market to the United States. *Journal of Travel Research*, 40, 201-212.
- [7] Mohamed, B. (2005). The psychographic analysis of Malaysian domestic travelers. *TEAM Journal of Hospitality & Tourism*, 2(1), 58-68.
- [8] Nasir, N. F., Roslin, R. M., & Chui, T. B. (2020). Socio-economic realities in society. *Universiti Perguruan Sultan Idris*, 75-92
- [9] Ndlovu, J., Nyakunu, E., & Heath, E. T. (2010). Strategies for developing domestic tourism: A Survey of key stakeholders in Namibia. *International Journal of Management Cases*, 82-91.
- [10] Pua, C. H., Jong, M. C., & Ayob, N., & Ismail, S. (2018). The impact of tourism on the local economy in Malaysia. *International Journal of Business and Management*, 13(12), 151-157.
- [11] Turner, L., & Reisinger, Y. (2001). Shopping satisfaction for domestic tourists. *Journal of Retailing and Consumer Services*, 8(1), 15-27.