DETERMINING THE MOTIVATIONS OF MILLENNIAL TRAVELLERS IN THE CONTEXT OF CULTURAL EXPERIENCES IN SOUTHEAST ASIA

ELEANOR HONEYBALL

BA (Hons) International Tourism Management

2017
Signed Statement

"I declare that this Dissertation has not already been accepted in substance for any degree and is not concurrently submitted in candidature for any degree. It is the result of my own independent research except where otherwise stated."

Student Name: ........ Eleanor Honeyball ..........................

Student Signature: ................................................................

April 2017
Abstract

The aim of this study was to explore what motivational factors influence travel for cultural experiences in Southeast Asia for the millennial traveller. The main topics that are discussed and analysed in this study include cultural tourism, motivation, general and travel characteristics of millennial travellers and Southeast Asia. Literature around these topics suggest that millennials are not like their previous generation while travelling and desire to visit a lot more international destinations. It also suggests that they have different travel characteristics and technology plays a big part in their holiday choices. During the literature review, there were key theories that played a crucial role in the study. These included, motivational theories from well-known authors such as Maslow and Pearce. Plog's (1974) tourist typologies and Mckercher and du Cros (2003) that defined five types of cultural tourists also helped shape questions in the researchers interviews and questionnaires.

The researcher used qualitative and quantitative research methods while carrying out this study. They consisted of 112 paper and online questionnaires on millennials and four semi-structured interviews on millennials who have travelled to Southeast Asia. From this research the results were thematically analysed and come to illustrate that technology is mostly important to millennials when travelling normally, however when travelling to Southeast Asia, it was not important at all. The results also found that the majority (80%) of millennials would rather spend their money on an experience than a materialistic possession and are mainly mid-centric or allocentrics (Plog's 1974 typologies). In terms of motivations to travel to Southeast Asia, it was concluded that interpersonal, cultural and personal development motivations were the highest recorded. Also, self-development could be an important motivation as more experienced travellers are more likely to travel to Southeast Asia. Most millennials related memorable experiences in Southeast Asia to culture, uniqueness and learning experiences, however found the image of the destination was untrue. The researcher concluded from this there needs to be a greater focus of community based tourism for millennials in Southeast Asia to suffice millennials needs and give the destination a safer image for future tourism generation.
Acknowledgments

I would like to firstly thank all who helped make this research study possible. Firstly, I would like to thank all the participants in the questionnaires for taking their time to contribute to this study. Also to personally thank Charlotte, Libby, Sheila and Megan for also taking the time to be interviewed about their experiences to Southeast Asia. The university and college tutors for taking time out of their busy schedule and agreeing to distribute the questionnaires for the study. Without all their help this study would not have been possible so I am extremely grateful.

Secondly, I would like to acknowledge and thank my exceptional dissertation tutor Vicky Richards for going above and beyond helping me through this dissertation through tough times and restoring my confidence when I needed it. Vicky, I am forever grateful for you guiding me through this process, motivating me and all you have done for me these past three years.

Last but not least, I would like to thank my family particularly my mother, father and sister, for always believing I could reach this goal and helping me through every step of the way. You have no idea how much you all mean to me and how I could not have done this degree without your unwavering love and support.
# Table of Contents

**Chapter 1. Introduction** ................................................................. 1-6

1.0 Introduction .................................................................................. 1
1.1 Background ................................................................................... 1-4
  1.1.1 Cultural tourism ................................................................. 1
  1.1.2 Motivation ............................................................................. 2
  1.1.3 Millennial travellers ............................................................ 2-3
  1.1.4 Southeast Asia ................................................................. 3-4
1.2 Rationale ....................................................................................... 4-5
1.3 Research design ............................................................................. 5-6
  1.3.1 Aims and objectives ............................................................ 5-6
1.4 Structure of the dissertation .......................................................... 6

**Chapter 2. Literature Review** ......................................................... 7-20

2.0 Introduction ................................................................................... 7
2.1 Travel characteristics of the millennial generation ......................... 7-9
2.2 Theoretical perspectives ............................................................... 9-16
  2.2.1 Tourist typologies ............................................................... 9-12
  2.2.1.1 Cultural tourist typologies .............................................. 11-12
  2.2.2 Motivational theories .......................................................... 12-16
2.3 Decision making & destination image ............................................. 16-17
2.4 Southeast Asia ............................................................................. 17-18
2.5 Cultural tourism .......................................................................... 18-19
  2.5.1 Cultural Motivators ............................................................. 19-20
2.6 Chapter Summary .......................................................................... 20

**Chapter 3. Methodology** ................................................................. 21-29

3.0 Introduction ................................................................................... 21
3.1 Research Approaches .................................................................... 21-24
Chapter 4. Results ................................................................. 30-52

3.0 Introduction ............................................................................. 30
4.1 Questionnaire results ................................................................. 30-43
   4.1.1 Background & Characteristics of millennials ....................... 30-33
   4.1.2 Travel characteristics ......................................................... 33-38
   4.1.3 Southeast Asia ................................................................ 38-40
   4.1.4 Cultural Tourism ............................................................... 40-43
4.2 Interview results ................................................................. 43-52
   4.2.1 Themes ............................................................................ 44-48
      4.2.1.1 Characteristics of millennials ......................................... 44-45
      4.2.1.2 Motivations ................................................................. 45-46
      4.2.1.3 Cultural experiences ..................................................... 46-47
      4.2.1.4 Travel characteristics .................................................. 47-48
   4.2.2 Southeast Asia .................................................................. 49-52
      4.2.2.1 Destination Image - Before and After ......................... 49-51
      4.2.2.2 Recommendations ....................................................... 51-52
4.3 Chapter Summary ................................................................. 52

Chapter 5. Conclusion ................................................................. 53-57

5.0 Introduction ............................................................................. 53
5.1 Revisiting the aims and objectives ........................................... 53-54
5.2 Main Findings ....................................................................... 54-56
   5.2.1 Characteristics (general & travel) of millennials .................. 54
5.2.2 Motivation ................................................................. 54-55
5.2.3 Cultural experiences .............................................. 55
5.2.4 Southeast Asia ..................................................... 55-56
5.3 Recommendations ..................................................... 56
5.4 The research process ............................................... 56-57

Appendices ........................................................................... 58-89

References ............................................................................ 90-96
<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDP</td>
<td>Gross Domestic Product</td>
</tr>
<tr>
<td>ASEAN</td>
<td>Association of Southeast Asian Nations</td>
</tr>
<tr>
<td>T&amp;T</td>
<td>Travel and Tourism</td>
</tr>
<tr>
<td>DMO</td>
<td>Destination marketing organisation</td>
</tr>
</tbody>
</table>
List of Tables

Table 3.1 - Specifics of the participants and their interview
List of Figures

Figure 1.1 – T&T total contribution 2000-2015

Figure 2.1 - Psychographic personality types
Figure 2.2 - Cultural tourist typology
Figure 2.3 - Maslow’s hierarchy of needs
Figure 2.4 - Travel career ladder model
Figure 2.5 - Map of Southeast Asia
Figure 2.6 - Theoretical Framework

Figure 4.1 - Age of participants
Figure 4.2 - What would millennials rather spend their money on?
Figure 4.3 - Importance of connectivity to social media to millennials while travelling
Figure 4.4 - How many jobs millennials have had in their lifetime
Figure 4.5 - How often do millennials travel?
Figure 4.6 - Amount of money a millennial is normally willing to spend on a holiday
Figure 4.7 - Who millennials normally travel with
Figure 4.8 - Study of travel personalities of millennials.
Figure 4.9 - What is important to millennials when choosing to holiday/travel.
Figure 4.10 - Travel motivations of millennials.
Figure 4.11 - Why millennials want to travel to Southeast Asia.
Figure 4.12 - Budget to travel to Southeast Asia
Figure 4.13 - Cultural activities participated in Southeast Asia by millennials
Figure 4.14 - Why were millennial asked were interested in seeking out a cultural experience.
Figure 4.15 - Would a millennial seek out a form of cultural experience while in Southeast Asia.
Figure 4.16 - What type of cultural activities would be considered when travelling to Southeast Asia?
Figure 4.17 - Doxey's Iridex Model
Chapter 1. Introduction

1.0 Introduction

The motivation for travel has been a long wondered question to academics such as Pearce (1991) and Dann (1997) in the tourism industry. Each looking into their own area of motivations they have given reasonable answers to why this may be so. However, in within the past two decades, niche tourism and specifically cultural tourism has increased dramatically than previously, (Richards, 2011) as tourists desire to experience different lifestyles more than before (Maccarrone-Eaglen, 2009). This has not just been affected by one specific type of traveller and has incorporated many generations. However, the main focus of this study will be to find what motivational factors influence the millennial generation to travel to Southeast Asia for cultural tourism. The structure of this chapter will begin with the background of key points of the study, followed by rationale to the project and research design, the aims and objectives and finally the structure of the dissertation.

1.1 Background

1.1.1 Cultural tourism

As mentioned, cultural tourism has become an essential part of the tourism industry of today. However, to analyse the cultural tourism industry in depth a definition for the matter is needed. A broad version of cultural tourism is defined as

“visits by persons from outside the host community motivated wholly or in part by interest in the historical, artistic, scientific or lifestyle/heritage offerings of a community, region, group or institution”

(Adina and Medet, 2012 p. 548)
1.1.3 Motivation

Motivation can be defined in many ways and for many different purposes. However, to find the motivation to travel the most relevant definition can be defined as ‘the set of needs and attitudes which predisposes a person to act in a specific touristic goal-directed way’ (Pearce, 1991, p. 113 Cited in Bright, 2008)

There has been relevant research in the motivations for travel such as Pearce (2005a), Beard and Raghob (1983) and McIntosh and Goeldner (1984). These will be discussed in more detail within Chapter 3 to analyse how relevant these academics’ research will be to achieving the authors aim.

While trying to find the motivation for millennials to travel for culture, the conceptual definition of cultural tourism gives a better understanding for this study:

“the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural need.”

(Richards, 2001 p.37).

1.1.2 Millennial travellers

To focus the project more intensely a definition of ‘Millennials’ is needed. Kupperschmidt (2000 pg.66) states that "a generation is defined as an identifiable group that shares birth years, age, location, and significant life events at critical developmental stages". The millennial generation are people born from the early 1980's to 2000's. The exact years are vague and are indefinite due to rivalling definitions. They have other names associated with this generation such as generation Y, due to the predeceasing generation named generation X. They are also known to be the biggest generation in the USA surpassing the previous generation X and are more ethnically diverse than any other generation before them (Bannon, Ford and Meltzer, 2011). According to the Office for National Statistics (2014) the millennial generation (16-34) make up for 25% of the whole United Kingdom’s population. The millennial generation also makes up a very large part of the tourism industry. According to Mohn, (2014) young travellers of the millennial generation represent 20% of all
international travellers. In present times, globalisation and other factors have enhanced openness in travelling and to new experiences so it is necessary to ensure this study focuses on the people of today, therefore why millennials are a credible age group to focus on.

1.1.4 Southeast Asia

The Asian continent consists of 48 countries and hosts 60 percent of the world's population. It is a land known for its culture, traditions and its diverse societies (Morin, 2013). Many destinations in Asia have greatly relied on tourism for foreign exchange to communities and whole countries. With many countries in the continent classed as developing nations, tourism has played a substantial part in their economic revenue.

Southeast Asia will be the focus of this study as tourism has become a focal point in this region in recent decades. The World Travel & Tourism Council (2016) clarify that travel and tourism direct contribution to GDP in Southeast Asia is the highest in the world being 5.0%. World Travel & Tourism Council (2016) also suggest that ASEAN (Association of Southeast Asian Nations) countries are more dependent on tourism than any other regions in the world with the total contribution of T&T to the ASEAN economy being 12.4% of GDP in 2015, higher than Europe and the Americas and has grown exponentially since 2000 (See Figure 1.1). They suggest the reason for this is a favourable climate, good infrastructure and price competitiveness by the standards of emerging economies, and close proximity to large outbound markets like China.
Nurul Huda Mazumder, Afrin Sultana and Al-Mamun, (2013) explain that Southeast Asian countries have political boundaries but strong links in geographical, cultural, historical, archaeological and social similarities such as exotic and distinctive cultures, suitable weather and landscapes. Being such a hub for cultural tourists in recent years, it is possible that Southeast Asia will become an interesting continent to focus millennial travel.

### 1.2 Rationale

Pearce (2005b) suggests that the value of travel motivation studies is significant as it is of interest of business and commercial analysts, those who market and manage tourism and to researchers in the tourism industry. This is because motivations turn into actions, linking destination choice and visiting patterns.

It is hoped this study will be beneficial for the tourism industry as millennials will soon be the core market that airlines, hotels, and tour operators focus on, therefore will need sufficient knowledge in their travel motivations in an ever-growing tourist region in Asia.

Benckendorff, Moscardo and Pendergast, (2010) also indicate that in tourism literature there is a tendency to dismiss millennials as a subject for research, therefore
there is limited information on this subject, providing a gap in research for the author to fill in.

The age group of millennials was chosen as the researcher is also a millennial who has an interest in travel to Southeast Asia.

From this study, it may enhance understanding of motivations for an ever-growing market in a continent that is constantly opening new opportunities and mysteries for the millennial traveller/tourist. This will also bring knowledge to tour operators on how to market this type of tourism to potential tourists and may fill a gap in knowledge of travel motivations for the millennial traveller.

1.3 Research design

Within this project, the motivations to travel for culture to Southeast Asia will be critically analysed through a comprehensive literature review. The specific participants in the study will be that of the millennial generation and sampling strategy used will be purposeful sampling. To fulfil the aim of the research, this study will take a mixed method approach. The participants will be interviewed both through qualitative and quantitative methods and then findings will be formulated and reviewed to examine the motivations of this generation and their insights from tourism experiences in Southeast Asia.

1.3.1 Aims and Objectives

Aim:
To explore what motivational factors influence travel for cultural experiences in Southeast Asia for the millennial traveller

Objectives:
1. To construct a critical review of the literature of motivational theories, cultural experiences in tourism and tourist typologies that might help determine the rationale for their tourist experience.
2. To analyse and evaluate the view and opinion of cultural experiences and motivations to travel to Southeast Asia with the millennial generation through a questionnaire survey.

3. To review the experiences of six respondents who have experienced cultural travel to Southeast Asia utilising in-depth semi-structured interviews.

4. To make conclusions and recommendations to both, the tourism industry and academics based on data found from the qualitative and quantitative research.

1.4 Structure of the Dissertation

This chapter has introduced the concept of the study. Chapter two, which includes the discussion of the literature review discussing the relevant themes, typologies, and theory relating to the research question, then follows this. Followed by the methodology chapter, which explains the study methods the researcher has used. The findings of both interviews and questionnaires are presented in chapter four alongside the discussion of the results. Finally, chapter five is the concluding chapter giving recommendations to both academics and the industry.
Chapter 2. Literature Review

2.0 Introduction

Undertaking a literature review is critical to a dissertation as preparation for research, engaging deeply with the topic and identifying gaps within previous literature. Therefore in this chapter, the current and relevant literature for the research study will be critically reviewed. The purpose of a literature review is to acquire background knowledge needed to help answer the research question. This will focus on the characteristics of the millennial generation and how perceived characteristics can affect travel motivations. The literature review will then discuss specific theories concerning tourists, their decision making and of their motivations to rationale decisions to undertake this study. Then finally, the current state of the cultural tourism industry throughout the world and specifically in Asia will be examined. This is to help enhance knowledge of industry and get a better understanding of what could motivate millennials to interact with different cultural experiences.

2.1 Travel characteristics of the millennial generation

As stated in the previous chapter, millennials are the largest generation there has ever been and is commonly known to be born between 1980s and early 2000's. Generation Y is also said to become more educated as a whole than previous generations giving reason to also research them in the workplace (Swanson, 2016; Patten and Fry, 2015). There has been extensive research into the millennial generation in terms of career paths and behaviour in the workplace (Hershatter and Epstein, 2010; Ozcelik, 2015). It is said by Deloitte (2016) that millennials are not loyal to their workplace and 71% of UK millennials suggest moving on from their current employer eventually. However, many are sooner, as one in four millennials would quit his or her current employer now to join a new organization or to do something different.
Millennials are unlike any other generation preceding them when travelling. They are the first generation to grow up with technology at their fingertips and Yeoman (2012) suggests that technology is the key driver in influencing how millennials approach travel and tourism and would not highly rate a destination without connectivity to the internet and connection to home (Morrison, 2013). However, many parts of the Asian continent are not technologically connected, yet millennials are widely known to take ‘gap years’ travelling internationally with 2.5 million young people in the UK thinking of taking a gap year (The Leap, 2013).

According to Inkling (2016) over half (53%) of UK Millennials would rather spend money on an experience versus a possession, expecting millennials to spend much more on travel experiences than counter generations. There is also much research to suggest this generation 'works to live' not 'lives for work', insisting on flexibility of hours and better holidays, signifying travelling would again be an important aspect to millennials (Espinoza, Ukleja and Rusch, 2010; Asthana, 2008; Jackson, 2015).

While studying the millennial generation’s characteristics, it is also helpful to understand the travel characteristics of their previous generation, Generation X. Generation X are born between the mid 1960’s and the early 1980’s (Waterworth, 2013). As a generation they do like to travel, however, Goldberg (2016) suggest that Gen Xers are mostly motivated to travel for relaxation with a study finding 35% of people finding this their primary purpose. They also value safety while travelling and prefer the use of travel counsellors and light attractions such as beaches and theme parks (Benckendorff, Moscardo and Pendergast, 2010). Many are also now 'money rich, time poor' due to being at their peak of earnings however most have many responsibilities such as families and work. Therefore, Florya, (2014) suggests that in regards to travelling they use their free time carefully, suggesting they are more likely to stick to destinations and activities they know.

In contrast, Barton et al., (2013) report that much more millennials that other generations have the desire to visit every continent and want to travel abroad as much as they can. They also show that younger millennials (18 to 24) are more interested in travelling internationally and are more diverse in interests such as global cultural
experiences. Cultural tourism will be discussed in more detail further in to this chapter.

### 2.2 Theoretical Perspectives

There are many different theories that could be relevant to this study. However, the most relevant theories to achieve the researchers aim would be to concentrate on tourist typology theories to compare with characteristics of the millennial generation. The other significant theories to use in the literature review are motivational theories to find motivations for travel for culture and also decision making theories such as push and pull factors.

#### 2.2.1 Tourist typologies

Within academic research on tourism typologies there are two key theories that have been widely used in the tourism industry and in tourism research. Theses are Stanley Plog’s 1974 psychographics model for tourist typologies and Erik Cohen's 1972 typology of four tourist roles.

Plog's psychographics model was the first model to split tourists into personality/behavioural categories. These were psychocentric, near psychocentric, mid-centric, near allocentric, and allocentric (Plog, 1974) (See Figure 2.1).

![Psychographic personality types](Image)

Figure 2.1 - Psychographic personality types - Source: (Plog, 2001)
Within this model, Plog explains that "The personality scale helps to explain why destinations rise and fall in popularity. In particular, tourists' personality characteristics determine their travel patterns and preferences." (Plog, 2001 pg. 16)

The scale varies from the psychocentric, which prefer the 'familiar' in travel destinations to allocentric which are outgoing and want to see and do new things in travel (Litvin, 2006). It has been updated throughout the years and has recently been split into six different categories that are easier to differentiate: Traditionalists (psychocentric), Sightseers (near psychocentric), Journeyers and Venturers (midcentric), Pioneers (near allocentric), and Voyagers (allocentric) (Best Trip Choices, 2017).

Although the theory has been criticised, Litvin (2006) suggests that although the model does not help to predict where travellers are likely to visit, it is highly successful in suggesting where ideally they would visit.

Moving on to another well-recognised theorist, Erik Cohen, an internationally recognised author in the field of tourism and a professor of sociology (Cohen, 2013). Erik Cohen's typology of four tourist roles, which he split into the organised mass tourist, the individual mass tourist, the explorer and the drifter. His typology is similar to Plogs however he explains the roles the tourist goes through while travelling and it is not based on their personality specifically.

Cohen explains the types as:

- The organised mass tourists are the least adventurous of them all and is likely to buy package deals that are well prepared with greatest familiarity of home country.
- The individual mass tourist is similar however the tourist will have a degree of control over time spent on holiday nevertheless main aspects are planned through a travel agent. Familiarity is still important but will experience some novelty.
- The explorer will arrange their own dynamic package while travelling and will look for much more novelty but does not immerse completely in host society.
• Finally, the drifter will immerse completely into the host destination and is unlikely to experience any tourist situation. Most importantly, the drifter has no fixed itinerary, or goals of travel.

(Cohen, 1972)

With Cohen's typologies being relatively self-explanatory, there are grey areas in which there could be challenges. For example, if the drifter has no goals of travel, what actually motivates this person to travel in the first place? To motivate someone to spend a large amount of money on something like travel, there has to be a desired goal out of it, whether that is emotionally or physically. Also due to Cohen's research being almost 50 years ago, there has to be doubts on if people’s role while travelling has changed due to such thing as globalisation, technology and so forth.

2.2.1.1 Cultural tourist typologies

Determining different types of cultural tourists will aid the researcher in finding specific motivations to travel for culture with millennials. Mckercher and du Cros (2003) defined five types of cultural tourists ranging from purposeful cultural tourist to incidental tourist (See figure 2.2). Definitions of these types of tourists are needed to examine the researcher’s respondents. The figure is based on deep or shallow experience and low to high in motivation to visit a cultural tourism attraction. Mckercher and du Cros (2003 pg. 46) also mention that cultural tourism is not defined by one motive, "different people will engage with cultural tourism at different levels, depending on level of knowledge, number and type of travel partners, own interests, etc."
Despite challenges posed in these theories, typologies are important in first finding what type of cultural traveller the millennial traveller will be. Secondly, these tourism typologies can also give an insight into what motivates people to travel to unfamiliar regions such as Southeast Asia.

2.2.2 Motivational theories

It is important to understand the motivations influencing the travel behaviour of tourists; for they have a direct impact on the decisions tourists make (George, 2004). There appears to be very limited research on motivations of millennials travelling compared to other generations. However, there is still relevant research on general motivations that would be beneficial to this project.
Maslow's hierarchy of needs, which was developed in 1943 is a key motivational theory in this study as it is a general theory of what motivates people in everyday life only moving up the pyramid once lower needs are fulfilled (Figure 2.3). His top two levels of needs, esteem and self-actualisation, can still be simply incorporated to motivations of millennials. In recent times with millennials being much more open in their personal lives through social media, self-esteem has been desired in the form of reputation. In addition, Maslow (1962) believed self-actualization could be measured through the concept of peak experiences. This can occur when a person experiences the world totally for what it is, and there are feelings of euphoria, joy and wonder (Maslow, cited in McLeod 2014), a common notion when experiencing new cultures.

Maslow’s hierarchy of needs model does have criticisms from many authors in the validity of the hierarchy. For example, Mcloed (2014) suggests that while examining people who live in poverty it was evident that they were capable of higher order needs such as love and belonging without achieving basic physiological needs such as food and shelter. Also Maslow (1970) himself explained in his later work that self-
actualization cannot be obtained by the young in that generation. Therefore, providing a flaw in his model and suggesting that the model is outdated and needs reevaluation.

However, linking travel motivations to Maslow’s hierarchy of needs, Pearce (1991) developed a model called the travel career ladder based on Maslow’s five needs (Figure 2.4). The model also functions the same as Maslow’s, where only by meeting the bottom needs can the higher needs be met. However, in recent adaptations of the model by Pearce, the focus has switched to changing patterns of motives. Goeldner and Ritchie (2009) explain that in the model, destinations are seen as settings where vastly different holiday experiences are possible and a tourist motives will influence what they seek in this destination.

Pearce (2005a) also suggested that in the fourth need (self-development), experiencing different cultures were more important factors to more experienced travellers than others. Also suggesting that experienced travellers initially do travel to western counties and then travelled to Asian countries where it is culturally and environmentally different.

There have also been criticisms on Pearce’s (1991) travel career ladder model by a few authors. Woodside and Martin (2007) explain that the TCL framework is appealing, but it has no empirical evidence to support the theory. In addition, Ryan (1998) argues that travellers do not show an increase in intellectual motivation to travel based on past visits to a destination.
Figure 2.4 - Travel career ladder model - Source: Pearce (1991)

Beard and Raghob's 1983 model of the leisure motivation scale also shows what motivates people to travel, splitting it down into four types; intellectual, social, competence-mastery and stimulus-avoidance (Swarbrooke and Horner, 2006). However, none of the scales and models analysed specify into what types of people and what generation. It can be argued that only parts of this scale will relate to millennial travellers as most models mentioned were introduced before this generation.

McIntosh and Goeldner (1984) also explain travel motivation by categorising them into four classifications:

1. Physical motivators
2. Cultural motivators
3. Interpersonal motivators

4. Status and prestige motivators

Physical motivators include effects such as physical rest, and those connected to a person’s health and well-being. Cultural motivators refer to the desire to know about other cultures, their lifestyle, local food and so on. Interpersonal motivators are visiting friends or relatives, escape and meeting new people and finally status and prestige motivators are related to ego needs and personal development (McIntosh and Goeldner cited in Sirisack et al., 2014). As cultural motivators are a critical part of McIntosh’s theory, these will be focused on in more depth for this study. However, to focus on cultural motivations the researcher needs to evaluate what incises tourists to visit the destination.

2.3 Decision Making & Destination Image

Decision making in tourism is a crucial part of the industry. Pizam and Mansfeld, (1999 pg.112) explains “decision-making processes are characterised by a logic of reason that encourages thought, discussion, and personal judgement.”

Many authors have reviewed decision-making processes in tourism to be judged on push or pull factors to that destination. Dann (1977) referred to ‘pull’ factors as in what attract a tourist to the destination (e.g. climate, landscape etc.) and ‘push’ factors as those that are general motivations for people to travel such (escape, nostalgia).

However, decision-making can very likely be affected by the tourist’s perceived image of a destination and can link in many aspects. A definition of destination image has been widely disputed and analysed with no one agreed definition. However one that would be useful in this study explains that destination image is

“The sum of beliefs and impressions people hold about a place. Images represent a simplification of a larger number of associations and pieces of information connected to a place. They are a product of the mind trying to process and pick out essential information from huge amounts of data about a place”

(Kotler and Gertner 2004 pg.42)
The formation of such images depends on a number of characteristics, and can be influenced by whether a person has already travelled to the destination or whether they are forming their image off external sources. For example if someone had obtained their image of a destination off of an external source such as the media or tour operator, these normally would be very subjective views on that place, would only decide to display either just the good or bad sides, producing an induced image. To understand why millennials chose to go to Southeast Asia the destinations image requires examination as the tourism product is an intangible product, therefore images become a great influence on travellers (Kozak and Decrop, 2012).

2.4 Southeast Asia

Southeast Asia is a region of the Asian continent. ASEAN has 10 member states which include Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam (ASEAN, 2017). (See figure 2.5 for map of Southeast Asia). The researcher will also incorporate India and Nepal in the countries that will be studied as they also have high tourism rates and increasing visitors for culture. Nepal in particular has the densest concentration of UNESCO World Heritage sites in the world (Tache, 2015).

Figure 2.5 - Map of Southeast Asia - Source: (ASEAN, 2017)
As explained earlier, tourism to the region has never been so high. However does the destination image of Southeast Asia correlate to the increased tourist numbers and to cultural tourism?

According to ASEAN Tourism (2017) Southeast Asia has "The most diverse, beautiful, enjoyable, and accessible landscapes in the world." Most of the tourism websites that represent the countries in the region often portray an image of tranquillity with its unique monuments and temples at the forefront of its image. They are also recently joining together with accordance to ASEAN’s 50th Anniversary to promote Southeast Asia as one destination in a 10 year plan (Mashable UK, 2017). Along side this plan ASEAN's Strategic Plan for Culture and Arts 2016-2025 also explain that one of their priority areas of action is to "Endeavour to collaborate with the tourism sector in AMS (including the private sector) to promote cultural and heritage tourism." (ASEAN, 2016 pg. 9) insinuating that cultural tourism will be a crucial part of its 10 year plan.

2.5 Cultural Tourism

Cultural tourism is a widely popular component of the tourism industry throughout the world. It is also known by different names such as cultural heritage tourism or just heritage tourism. Cultural tourism is defined previously within this study and is a key focus of the research for many reasons. This type of tourism was originally associated only with the elitists, where by travel was for education. However, within the last few decades this tourism has been incorporated within most trips people take.

Ivanovic, (2008) suggests that cultural tourism and eco tourism have been closely linked since tourists have begun searching for undiscovered cultures in unusual destinations. Also suggesting that if more less developed countries (LDCs) are able to utilise this potential for culture and natural resources it could boost tourism to the location. This is a very meaningful statement in regards to Southeast Asia, as many of the countries in this region are LDC's and have the cultural potential to attract millennials.
Within the Asian tourism market, there is an abundance of cultural tourism to capitalize on. Within Southeast Asia alone, there are 37 UNESCO world heritage sites (ASEAN UP, 2017) ranging from the popular Angor Wat, Cambodia to a vast number of national parks across the region. Pedersen, (2002) explained that no formal data has been collected on the popularity of a destination with a World Heritage Site however it often overlaps with a rise in visitor numbers.

Different cultural experiences are also on offer in Southeast Asia for western travellers other than the traditional tangible items such as temples and heritage site but also elements like local customs, food and drink, religious and spiritual practices and learning experiences for the tourists. Leong (1997) explained that the focus had switched from promoting the landscape of Singapore to the use of their multicultural traditions, and unique images of local foods, festivals and cultural performances to bring a unique selling point to the destinations. Also stating that by 'commodifying ethnicity' it had developed a new type of food tourism based on historical practices (Leong cited in Hall and Page, 2011). This is where cultural tourism started to take the spotlight in tourism marketing, conveniently timed for the start of millennials coming of age.

However, within this research, this study is to find why people travel to Asia for cultural experiences, therefore research into general cultural motivators is necessary.

**2.5.1 Cultural Motivators**

According to Ivanovic (2008) the main motivation behind cultural tourism is the need to escape from typical routine with something that is unique and unusual from everyday life.

However since the researcher is looking specifically with millennials it would be helpful to understand who they travel with in general to experience cultural things. It has already been noted that some believe millennials are more likely to travel with groups than others. However, does this increase their likelihood of travelling for cultural purposes or decrease it? There has been no relative research on the matter thus far therefore will be analysed in the study.
This said, Sidonia and Cristina, (2013) suggested that decisions to travel for culture can also be effected by family however motivations such as desire to improve own knowledge or to discover and immerse themselves into different cultures also holds importance to cultural tourists.

2.6 Chapter Summary

Within this chapter, it is evident that there has been relevant and in depth research into motivations and tourist typologies. However, as said previously there has not been a great deal of research produced on motivations of millennial travellers to a continent that is ever growing with tourists and has shown potential for cultural tourism by millennials. The cultural tourism industry has become a powerful part of the whole tourism industry; therefore, the study of this type of tourism is necessary to focus future trends in the industry.
Chapter 3. Methodology

3.0 Introduction

Methodology, according to Clough and Nutbrown, (2012 pg. 24) "shows how research questions are articulated with questions asked in the field. Its effect is a claim about significance." In this chapter, the methodological approach will be assessed and justified as to why the researcher has used this approach in the research study. The sampling strategy and methods of analysis is justified and an assessment of the ethics, limitations and issues when carrying out the research is explained. The researcher used primary research when carrying out this study. Primary research involves data that is collected first hand and therefore is the collection of original data. In secondary research however, there is no new data but draws on data obtained from other existing sources (Naoum, 2013; Clark et al., 1998). The option to utilise only secondary research was also an option, however the author decided on primary as well. The reasons for this are that primary research was easy to obtain by the researcher due to personal contacts and the researcher has full control over the questions asked to participants, making it much more specific and in-depth than secondary data (Hox and Boeije, 2005).

3.1 Research Approaches

The researcher’s choice was to comprise the research methods in this study as a mixed methods approach, focusing on both qualitative and quantitative methods. According to Fodness (1994), the use of quantitative and qualitative mixed method in tourism research results in an ample measurement in understanding tourist motivations (Fodness, 1994, Cited in Rittichainuwat and Rattanaphinanchai, 2015).
3.1.1 Quantitative approach and methods

Firstly, quantitative methods were used in the form of questionnaires. Quantitative research is described as a means for testing objective theories by examining the relationship among variables. This method is mainly used when wanting to test a large number of people and gain statistical data with descriptive results (Labaree, 2009; Muijs, 2011).

Therefore, quantitative methods were used and analysed in this study to provide a better understanding of a larger group of participants with mutual experiences or motivations to then formulate the methods for qualitative methods. Questionnaires were chosen as a primary research method to provide a simple basis of statistical analysis on motivations of millennials to travel to Southeast Asia for culture. The types of questions asked in the questionnaire consisted of both open-ended and closed, recall, Likert and importance questions to enhance answers. Refer to Appendix B to review questionnaire questions.

Other questions within the questionnaire were based on the findings in the Literature Review and then placing similar questions within the survey for comparison to literature. These included what type of traveller the participant is, using tourist typology theories of Plog (1975) and Cohen (1972). If following these typologies, the participants should be classified as either allocentrics (Plogs theory) or explorers to drifters (Cohens theory) as they would have travelled to a distant destination, unfamiliar to their home, to participate in atypical holiday activities. The questionnaires were distributed online and in paper form to increase return rate. The paper form questionnaires were distributed within the university campus in lectures with the agreement of lecturers, and within a local college campus to students over 18 as a follow up from convenience sampling. This strategy was prepared by emailing the relevant people (See Appendix A for emails) and presenting the questionnaire to participants to explain the reason for the study. This was chosen as well as online questionnaires so the researcher could physically distribute the questionnaires to people they saw fit to participate using convenience sampling which is described by Clark et al., (1998) as being chosen based on a distribution having multiple
characteristics, in this study it would be on the basis of people in the millennial generation. Therefore, this provided time effectiveness in this situation. Online questionnaires were carried out through Qualtrics, an online survey tool, due to the ease of access and cost effectiveness. This was seen as the most suitable choice as the target participants (millennials) are accustomed to using technology in everyday life (Morrison, 2015). The questionnaires took a maximum of 5 minutes of the participant’s time. This timeframe was adequate to provide enough information to analyse the data and is short enough to keep the participants attention.

3.1.2 Qualitative approach and methods

From these questionnaires, qualitative research was prepared in the form of in depth semi-structured interviews. Interviews can range through a scale, from structured, through semi-structured, to unstructured (or focused) interviews (Bryman 2001, May 1997 Cited in Edwards and Holland, 2013). Qualitative research is a valuable method in understanding what people think, believe and understand about a certain subject and enables the researcher to probe on certain questions to consider why, not just what (Marks, 2000). The rationale in choosing an in depth approach was because an in depth interview will consist of a more open-ended question with chance to probe and ask supplementary questions. This will also give the interviewer a chance to ask respondents to explain their answers (Veal, 2011).

From this, the best option to the researcher was to use semi-structured interviews as they are classified as specified questions that will allow more probing to seek clarification, elaboration, will provide more latitude than structured interview and will combine the flexibility of an unstructured interview but can relate to key concepts (Finn, Elliott-White, and Walton, 2000). The use of structured interviews would have restricted coverage and setting unstructured interviews would have been hard to keep a timescale (Gillham, 2005). The semi structured interviews were organised into a brief checklist (See Appendix E) that was made focusing on the themes found in the literature review to provide adequate information to ask with the additional chance to probe in certain areas.
The researcher conducted these interviews face to face and through video call such as Skype in a controlled environment, which took approximately 15-40 minutes for each contributor. Furthermore, to record these interviews sufficiently, the use of audio or visual recordings were obtained and used to later transcribe and evaluate the findings. The method of using Skype interviews was for convenience because two of the interviewees were then based in Chicago and India, therefore Skype or phone call was the only feasible option.

To make the questionnaires and interviews much more reliable and accurate, they were also piloted first, reviewed, changed and finalised to ensure this. Advantages of piloting the primary research methods first is the chance to develop a research question and plan, record the time taken to complete the questionnaire, re-word or re-scale any questions that were not answered as expected (Teijlingen and Hundley, 2001).

### 3.2 Sampling Strategy

The target population (millennials who are interested in travel to Southeast Asia) was difficult to identify within this study, therefore non-probability sampling also known as convenience sampling was the most likely occur. Burns (2000 pg. 465) defines non-probability sampling by explaining it is "selected because it serves the real purpose and objectives of the researcher of discovering, gaining insight, and understanding into a particularly chosen phenomenon". Therefore, benefits of using non-probability sampling would be it is quicker and easier in terms of getting valuable information (Baker et al., 2013).

The researchers target sample for the quantitative research of questionnaires was 80-100 respondents consisting of both male and female in the millennial generation (18-34), who mainly have not been but want to go to Southeast Asia. The target sample for the qualitative research of interviews were six respondents consisting of females from the millennial generation, which were defined as the ages between 18-34, who have travelled to Southeast Asia. A table of the participant's interview specifics can be seen in Table 3.1.
Table 3.1 - Specifics of the participants and their interview

<table>
<thead>
<tr>
<th>Name</th>
<th>Age</th>
<th>Places Travelled</th>
<th>Type of interview</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Libby</td>
<td>21</td>
<td>India and Nepal</td>
<td>Skype</td>
<td>31:46</td>
</tr>
<tr>
<td>Sheila</td>
<td>20</td>
<td>India, Nepal, Cambodia, Thailand and Indonesia</td>
<td>Skype</td>
<td>15:50</td>
</tr>
<tr>
<td>Charlotte</td>
<td>21</td>
<td>Thailand and Vietnam</td>
<td>Face to face</td>
<td>23:25</td>
</tr>
<tr>
<td>Megan</td>
<td>22</td>
<td>Thailand, Cambodia, Laos and Vietnam</td>
<td>Face to face</td>
<td>11:59</td>
</tr>
</tbody>
</table>

The participants for the questionnaires consisted of tourism, hospitality and events university students from all years and personal contacts, in which then snowballing techniques were used such as asking current participants if they know anyone who would be appropriate for the study (Babbie, 2012) to increase the sample size. This then led onto the participants for the semi-structured interviews, which were chosen from personal contacts. All participants had the right to anonymity throughout the process. Brinkmann and Kvale, (2014) explains that if the study can potentially identify others, the participants should agree to release this identifiable information. Therefore, the name of the participant was not used unless authorised by said person, however in this case, all participants for the interview agreed to have quotes attributed to their name and there were no questions in the questionnaire that would be able to identify any person.

Therefore a consent form for the participant was required (see Appendix D). Even though the millennial generation is aged from 16-34 the minimum age in this study was 18 to avoid potential ethical issues presented from this.

### 3.3 Analysis

From these samples, the results of the semi-structured interviews were analysed and transcribed by the researcher and noted in Microsoft Word (See Appendix I for Example of Transcript). The qualitative methods were also thematically analysed by
the observer to search for emergent themes of motivation, travel personalities and millennial characteristics. Boyatzis, (1998 pg.4) explains that

"Thematic analysis is a process for encoding qualitative information... this may be a list of themes... a pattern found in the information that at minimum describes and organises the possible observations and at maximum interprets aspects of the phenomenon."

(Boyatzis, 1998 pg.4)

This type of analysis proved the most effective for this study. All transcripts were printed by the researcher, then highlighted the relevant themes in each to accurately pinpoint the relevant data to examine in the results. The online questionnaires were analysed through Qualtrics and the paper questionnaires were analysed manually by the researcher. They were later put together and presented in charts and graphs within Chapter 4, depending on the type of question.

3.4 Reliability & Validity

To ensure the research undertaken was as reliable and valid as the researcher could construct it, certain measures were put into place. Newman and Benz, (1998 pg. 32) explain “validity estimates the extent to which the test or set of data or design actually measures or reflects or produces what it is supposed to measure, reflect of produce”. Furthermore, Mark (1996 pg. 285) defines reliability as “the extent to which a measuring instrument is stable and consistent.” When carrying out the researcher’s primary research the questionnaires remained the same throughout the process to ensure the results were correlated and evaluated correctly (See Appendix B for questionnaire). Even though the interviews were semi-structured, there was also a set order of prompts in which some questions were asked as explained earlier, (See Appendix E for order of semi-structured interviews). There has been questions by previous authors on the reliability and validity of qualitative and quantitative research in general terms. For example, Noble & Smith (2015) explained that qualitative research has been disparaged for lacking transparency and the findings becoming a bias of personal opinions of the researcher. However, within this study, the researcher
has focused their efforts on finding truthful opinions and tried not to influence any participants.

3.5 Ethics

“Ethics concerns the morality of human conduct. In relation to social research, it refers to the moral deliberation, choice and accountability on the part of the researchers throughout the research process.”

(Miller et al., 2012 pg.14)

This needs to be considered in this study to ensure the code of ethics set by the university is not broken and to maintain the reputation of the university. It is also important to protect the participant’s rights in the process (Smith, Todd and Waldman, 2009).

Specifically, the researcher submitted an ethics form to the ethics committee of Cardiff Metropolitan University to ensure the ethical implications of this study could be considered. The form included draft copies of the participant information sheet, the participant consent form, the questionnaire and the order for the semi-structured interviews. The researcher also gave evidence of participant’s willingness to take part in the study (See Appendix G for all documents mentioned above).

There were also risks in terms of the interviews being conducted through Skype due to technological failures. However, the researcher devised two back up plans if this incident was to occur, one being to continue the interview through email or to reconnect to Skype when connectivity was better. This proved sufficient as reconnecting in one of the interviews was needed but was done swiftly and the flow of conversation was maintained.

As previously discussed, the age of participants had to be a minimum of 18, due to ethical reasons even if the investigation does not necessarily involve children an effort should be made to check the age of participants (O'Hara et al., 2011). The researcher ensured this in the paper questionnaires and interviews by checking with participants first. The online questionnaires were controlled by giving the participant an option to select ‘under 18’ for age in the questionnaire and the questionnaire would automatically end if the participant selected that option.
Confidentiality and anonymity was also a key point when evaluating the ethics of this study and was thought of continuously through the process of research. It was ensured through giving the participant the information sheet to check before participate in the interviews which can be found in the ethics form in Appendix G. While submitting the ethics form the researcher did have some minor errors to correct before the study could be approved. This involved an unclear explanation of how and where the paper-based questionnaires would be distributed. However, this issue was rectified quickly and the researcher was able to then carry out primary research.

3.6 Limitations & Issues

The researcher did encounter some limitations in this study and caused slight problems when carrying out the primary research. Originally, the target sample for the qualitative research was six respondents. However, when conducting the primary research the author could not find all of the specific people needed to carry out the research accurately. Therefore, a total of four people were interviewed instead of the desired number of six. This was due to two people unfortunately withdrawing their willingness to participate due to little free time. If the research were to be undertaken again, the researcher would enquire for back up participants if the currently selected ones withdrew at the last minute to ensure the target sample was met.

One of the interviews was also carried out in a coffee shop, as it was the agreed place to meet by both participant and researcher. However, at the time it was quite noisy, therefore the recording of this interview took more time than usual to transcribe than others. If the researcher were to undertake the interviews again, a quieter place would have been chosen.

When analysing the questionnaires, it became clear to the researcher that for question 12 ‘What motivates you to travel?’ it would have been more valuable if the design of that question were in a rank order scale of importance. Therefore, it would provide the researcher a better understanding of what motivates millennials to travel to Southeast Asia. If the study were to be undertaken again, this question would be changed.
Apart from these issues, the primary research undertaken went successfully and the researcher acquired suitable answers from the participants and managed to exceed the target sample for quantitative research.

3.7 Chapter Summary

This chapter has outlined the theoretical considerations for different types of research methods and supplied justifications for the project research. In this chapter, it has also explained the methods used in primary research, the sampling strategy implements, the reliability, validity and ethics of research and issues that arose in carrying out the research. The author met the target sample in the quantitative research but not in regards to the qualitative research. However, the student is happy with the answers provided by the interviewees and believes that they will still provide valuable and reliable insights in relation to the projects aim. The next chapter presents the findings of the primary research undertaken and discusses the findings through thematic analysis.
Chapter 4. Results

4.0 Introduction

This chapter will illustrate the results of both the qualitative and quantitative research implemented in the previous chapter. These include the thematic analysis of the four interviews and the analysis of the 112 questionnaires collected. This will be to gain statistical data through the questionnaires and recognise certain themes in the interviews that were set out by the researcher from findings in the literature review. These themes include motivation, cultural tourism, Southeast Asia, and of course, millennials.

4.1 Questionnaire results

In this section of the results, the paper and online questionnaires were joined together to create the overall results. The questionnaire results were categorised into certain themes, which correlate back to the literature. These included background and characteristics of millennials, travel characteristics, Southeast Asia and cultural tourism. Within this section, the questionnaire results will be described and elucidated.

4.1.1 Background & Characteristics of millennials

One of the first questions asked included age (As seen in figure 4.1), gender and marital status. The participation in the questionnaire was mainly even in terms of gender with 66% female and 44% male. The most popular marital status answers was 'in a relationship' at 54% and 'single at 40%. The remaining 6% was made up of cohabiting (4%) and married (2%). No people in this questionnaire answered divorced.
The age of most of the participants were mostly aged 18-20 year olds due to convenience sampling by the researcher and most questionnaires were completed in the local college. It is unsure whether this would make any difference to the results, as different ages of the millennial generation may want/desire different things in travel.

Figure 4.2 - What would millennials rather spend their money on?
Figure 4.2 result supports Inkling (2016) statistics on experience over materialistic possession. However, this amplifies Inkling's (2016) statement as in this study 80% of participants would rather spend their money on an experience than a materialistic possession. This could potentially mean they are more likely to go on holiday.

Figure 4.3 - Importance of connectivity to social media to millennials while travelling

The result in figure 4.3 shows that connectivity when travelling is mostly ‘very important’ (33%) or matching that, ‘moderately important’ (33%) to the millennials that participated. Very few of the participants answered ‘not at all important’ (4%). The same percentage of people chose ‘extremely important’ (15%) as ‘slightly important’ (15%). This does fall into the stereotypical millennial category when travelling as said in the literature review, Yeoman (2012) explained that technology is a key driver in influencing where the person is likely to travel.
This result shows that 72% of people in this survey have had 0-3 jobs in their lifetime. Relatively smaller number than expected and disagrees with much literature based around this subject. However, this could be due to the large number of younger millennials that took part in this survey and therefore only just starting to evolve in the workplace.

4.1.2 Travel characteristics

Figure 4.5 - How often do millennials travel?
The two largest segments of this result show that the majority of millennials in this survey either travel once a year (35%) or 2-3 times a year (28%). 17% explained that they travel less than once a year and 12% chose less than once in two years. This could give Barton et al., (2013) some added evidence against his theory that much more millennials are looking to travel as much as they can. In this instance, the researcher suggests that the 29% that travel less than once a year or less could also be attributed to the types of people the researcher had sampled (mainly university or college students), therefore time and money constraints could be an issue.

Figure 4.6 - Amount of money a millennial is normally willing to spend on a holiday

This is then contradicted in the next questions results as the most common answer to the question of ‘how much are you normally willing to spend on a holiday?’ was £400-600 (39%). This was then followed by two higher sums of £600-1000 (21%) and £1000-1500 (16%). The smallest sum of £100-200 received the smallest number of answers and £200-300 and £1500+ were close in number at 10% and 12%.
Figure 4.7 - Who millennials normally travel with

This result (Figure 4.7) illustrates that the largest percentage of millennials that took part in this questionnaire normally travel with family (36%), closely followed by friends (30%). 23% of people travel with their partner and 4% travel in a group or solo travel. This challenges much literature and tourism organisations that focus on selling millennials as 'solo backpackers'. However, as said previously, most of the people in this questionnaire were still fairly young and may not yet have had the experience to travel on their own.
Figure 4.8 - Study of travel personalities of millennials.

This question was based on Plogs 1974 psychographics model for tourist typologies. It shows that over half of people (53%) prefer to try some new things when abroad but also like their home comforts (mid-centric), Second highest percentage was 31% preferring to go to undiscovered places and seek out new things before other people (allocentric). Then lastly 16% prefer popular destinations that are familiar to home (psychocentric). This suggests that the majority of millennial travellers are starting to or already have looked to become more adventurous when travelling. It also illuminates Litvin’s (2006) comments on how this scale can help predict where the person is likely to travel. As Southeast Asia is seen as 'unwesternised' it suggests they are likely to visit this region.
Figure 4.9 shows what millennials find important when choosing to holiday/travel. It found that most participants chose destination and weather as an important factor. This was jointly followed by activities and price with 67 people. Interestingly, the least amount of people chose culture as an important factor when choosing to holiday. If solely looking at this result it would suggest that culture is not a big motivator to travel at all and since the Asian continent is known for its various cultures and traditions it may not look like a appealing destination. However, within the scale, new experiences still ranked quite highly at 61 and it could also be assumed that the population sample is not very experienced in travel yet, therefore culture is not yet an important factor to them, supporting Pearce's (2005a) point.

The question illustrated in Figure 4.10 was constructed from McIntosh and Goeldner's (1984) motivation classifications. Fascinatingly, the biggest motivator for travel in the result for the questionnaires was to escape typical routine (45%), followed by the second and third largest segments, physical rest (18%) and wanderlust (15%). Joint least potential motivator was social status and to visit friends and family, both at 6%. If sticking with McIntosh and Goeldners's categories, the order of motivation for millennials would be as follows:

1. Interpersonal motivators (61%)
2. Physical motivators (18%)
3. Cultural motivators (15%)
4. Status and prestige motivators (6%)

However, as Ivanovic, (2008) suggested, the main motivation behind cultural tourism was the need to escape typical routine. Therefore, if looking at this result through a cultural tourism lens then it would suggest that the participants are likely to participate in cultural tourism when travelling to Southeast Asia.

Figure 4.10 - Travel motivations of millennials.

4.1.3 Southeast Asia

Within this section, the percentage of people that had travelled to Southeast Asia was relatively low (6%). However, this would not affect the validity of the research question as the questionnaire also asked if the participants would like to travel to Southeast Asia. In which 69% of millennials answered 'Yes'.

For the participants that did travel to Southeast Asia, the researcher asked what their most memorable experience was while there. The results are as follows:

- Riding Elephants
Laser lights show
Vietnam - People, War
Cambodia - Killing Fields

In Figure 4.11, it shows why the 69% of remaining participants want to travel to Southeast Asia. It is evident that there is a wide mix of why millennials want to travel to Southeast Asia. It should be mentioned, for this question, the participants were able to tick more than one answer. With this said, the most popular answer was 'the landscape' (20%) jointly followed by 'consume local food' and 'the climate' at 18%. Again another jointly common answer at 17% was 'backpacker route' and 'mix with the community'. The least popular answer that was specifically stated was 'being with other travellers'. Other was also an option on this question. From the people that ticked this answer their comments are below.

![Why would you want to go to SouthEast Asia?](image)

Figure 4.11 - Why millennials want to travel to Southeast Asia.

Other:
- Sights
- Something different
- Visit friends
- Cultural experience
A similar question was asked in Figure 4.6 as asked in Figure 4.12 to compare the results of the value of a trip to Southeast Asia compared to normal spend on a holiday. Figure 4.12 illustrates that £1000-2000 was the most common answer at 44% and least likely amount to spend on travelling to Southeast Asia is £5000+ (2%). This contrasts very differently to Figure 4.6, as the average millennial traveller is likely to budget more to go to Southeast Asia than they would normally spend. This could suggest they value this trip more than others they have taken before.

4.1.4 Cultural Tourism

To make the study more specific, questions on cultural tourism were asked to the millennials in this study. Firstly, for the 6% of people that had travelled to Southeast Asia, the question of the type of cultural activities participated in was asked. As evident in Figure 4.13, people consumed local food and drink more than any other cultural activity which then related to the second highest answer 'participated in local customs'.
The following questions goes into more depth to explain why millennials were interested in seeking out a cultural experience in Southeast Asia. This is illustrated in Figure 4.14 with the top answer being because of local influences in the destination.

Figure 4.14 - Why were millennial asked were interested in seeking out a cultural experience.
Secondly, for the 69% of millennials that answered yes to 'Would you like to travel to Southeast Asia?' the researcher asked if they would seek out a form of cultural experience while there. The results clearly illustrated in Figure 4.15. Again followed on by the question of what type of cultural experience would be participated in (Figure 4.16). This result shows evidence to the comments about Figure 4.10 and how cultural tourism would be a must for these participants as no participant answered no to the question illustrated in Figure 4.15. However, it is contradictory to the other results about cultural travel in this questionnaire.

![Figure 4.15 - Would a millennial seek out a form of cultural experience while in Southeast Asia.](image)

It is evident that there are three types of cultural experiences that topped the answers in Figure 4.16. These are 'consume local food and drink', 'history museums, art galleries, temples, and heritage sites', and 'learning experiences'. This result also agrees with Cristina (2013) explaining that learning experiences are a motivation to improve own knowledge and that hoping to discover and immerse themselves into another culture is also important to a cultural tourist.
4.2 Interview results

The interview results were thematically analysed by the researcher and then relevant themes were chosen to discuss in this section including characteristics of millennials, travel characteristics, motivations, and cultural experiences. These themes were chosen due to their relevance to the research question and to make the results relatable to the literature review. The actual destination, Southeast Asia, will then be discussed to analyse the respondent’s initial image of the destination and their image after travelling to the destination. Then recommendations by the respondents are made in relation to how the destination could improve and further entice millennials to visit this region of Asia.

All respondents in the interview were females aged 20-22 as already explained in Table 3.1. All answered single when asked their martial status and all had either part-time or full time jobs before deciding to travel. In addition, all have travelled to
Southeast Asia within the last three years, to maintain credibility of the study and ensure relevancy to today's market.

4.2.1 Themes

4.2.1.1 Characteristics of millennials

As previously mentioned in the literature review, millennials are the first generation to have technology readily available. When asked, the participants all explained that they either use social media, their phones and the internet everyday or they are frequently use it:

"Yes, definitely use internet everyday at home, definitely. For like school and leisure." (Libby)

"I go on my phone as soon as I wake up to check social media and like all throughout the day I have it on me if anyone needs to get hold of me... I am quite heavily reliant on it." (Charlotte)

This suggests that it is easy to comprehend how much technology influences the typical millennials everyday life. However when asked a similar question on the importance of technology when travelling, the result was especially different:

"To me not important, I mean I check it a lot in England. I know some people who won’t go on holiday if they can’t connect to internet in the hotel. Where for me it is the opposite because I want to see the country. I am not there to connect with my friends at home or I would have just stayed home. I don't understand that personally." (Charlotte)

"I wasn't really that focused on it that much when I was out there. I mean when I was in India I didn't have my phone for two months. So I wasn't on it at all or around any internet...I expected not to use it... it was a lot easier than I thought." (Sheila)

This argues the theory postulated by Yeoman (2012) that millennials would not rate a destination highly without the use of social media or the relevant technology. However, one respondent thought that technology was important in different ways while travelling and explained:
"... at home Facebook is just a fun thing I guess, whereas here it is a means in which I can get in contact with people at home. So that’s good that I can chat with people that way and see what they are doing and stay in contact. But I don't use it a ton when I'm at home for like posting pictures and stuff. Whereas I use it as a platform to share my photos when I'm travelling." (Libby)

However, she also found that sharing pictures on social media sites when travelling could be quite conflicting.

"I definitely do feel that I need to. But I feel a bit conflicted on it every time I post photos because on the one hand I want to share this experience with people at home and this is a great way to do it in mass. Like I can just post all my photos and then my family and friends can see them but I am also very aware of how I picture it or the image that I'm portraying. I take photos of beautiful buildings and the people I meet and then my family and friends at home will see that and its paints a picture of happy fun times all the time which is obviously not true."

This is showing a different side of using social media when travelling. Referring back to McIntosh and Goeldner's (1984) motivation classifications, status and prestige was a main motivator to travel in this theory and technology today is now seen as a platform to illustrate status. However, this traveller is more focused on how she is portraying the destination to peers; therefore, this motivation would not be applied in this instance.

4.2.1.2 Motivations

In fact, while analysing the travel motivation factors of the respondents, it was found that all mainly focused on interpersonal, cultural and status and prestige motivators in terms of personal development. There were no signs of physical motivators or status and prestige motivators (ego enhancements) (McIntosh and Goeldner,1984) to travel to Southeast Asia as illustrated in the quotes below.

"I think it’s just meeting people as well not just where I'm going. For me it was just for a boost of confidence, so I decided to go on my own for the first time... I just wanted to see a different part of the world, see a different way of living." (Megan)

"I think it just getting to learn about different cultures and getting out of my comfort zone and experiencing other cultures is a big motivator." (Sheila)
"Yes so my motivation was to volunteer but I had always wanted to travel so my motivation to do work experience abroad was simply to see more of the world and be somewhere that was culturally different to anything I have experienced before. " (Charlotte)

"...opened me up to different things that I'm passionate about and I realised that I think, I kind of thrive in situations that are, like, different to what I'm used to. I find I learn so so so much when I go new places. I think its just about learning, and meeting people that I normally would have never met." (Libby)

This is crucial information for the travel industry in how the tourism market needs to be marketed to millennials. Clearly education, culture and experiencing something new while travelling are top motivators and therefore it is also easy to understand why Southeast Asia was a chosen destination to visit. This further supports Pearce (2005a) in which experiencing different cultures is more important to experienced travellers.

Motivation relating to cultural experiences will be discussed in further detail in the following section.

4.2.1.3 Cultural experiences

To look into more detail of the cultural motivator, cultural experiences were also asked and analysed by the respondent as it seemed to link to motivations to travel to Southeast Asia in general. It also needs to be noted that all of the participants in this study participated in some type of cultural experience while travelling in Southeast Asia. Libby and Sheila explained why experiencing culture was important to them:

"I personally am really interested in other cultures and find it fascinating how people live their lives and what is normal, abnormal and what is traditional or not. To me that just endlessly enriching and I'm really curious about people so getting to understand other people and like how another place works I think is enriching on both sides for the person teaching and the person learning. It just super fascinates me." (Libby)

"I just think that it was the best way to get into someone else's world and see how they operate because it's like such a huge part of their life." (Sheila)

This illustrates the curiosity of the millennial of today, to understand people and cultures that are not similar to their own. This seems to be to grow personally and educate themselves.
To understand the motivations in more depth, cultural tourist typologies were also determined. These were based on Mckercher and du Cros' (2003) typologies as mentioned in Chapter 3 (Refer to Figure 2.2). It was found that the participant’s typologies varied greatly:

- Serendipitous (Sheila)
- Purposeful (Libby)
- Sightseeing (Megan)
- Purposeful (Charlotte)

This gives further insight into Mckercher and du Cros' (2003) theory that different types of people will have different motives to experience cultural tourism and differs for a number of factors. In this instance, it is clear to presume that generational factors do not have an influence on the type of cultural tourist they will be, as it can also depend on personal travel characteristics as well. However, this does not undermine the fact that all participants experienced cultural tourism in some way and all think that cultural tourism is important for tourism to Southeast Asia, meaning it was still a fundamental part of their trip and marketing this destination as multi-cultural still appeals to the millennial tourist.

4.2.1.4 Travel characteristics

To find millennial travel characteristics, similar questions to the questionnaire were asked. For example, how often do they travel and with whom they normally travel with.

"So the way that I normally travel is going to one place for a long period of time. So I have been in India for five months and ill be here 7 months total." (Libby)

"I do a lot of travelling in the states and then I guess I go out of the country with my parents every couple of years." (Sheila)

"Um so I did Australia for 10 months, came home, then I went to Australia for another month then went and did Asia for six weeks." (Megan)

"It varies, but I probably go abroad at least two or three times a year." (Charlotte)
This illustrates that all participants interviewed were fairly experienced travellers. This validates Pearce's (2005a) suggestion that the fourth need (self-development), experiencing different cultures were more important factors to more experienced travellers than others. Also suggesting that experienced travellers initially do travel to western counties and then travelled to Asian countries where it is culturally and environmentally different.

This can also link to what type of traveller they are. When asked, all four respondents classed themselves as allocentric, agreeing with 31% of questionnaire respondents, which from their answers for travel motivation also match up as an allocentric tourist. This not only suggests that more experienced millennial travellers are more willing to go to Southeast Asian destinations, but they are also more likely to be allocentric. Robinson, Heitmann and Dieke, (2011) also agree with this by stating that the more experienced a traveller, they are more likely to change their travel behaviour, the modern traveller will share more characteristics with an allocentric tourist.

With this said, even though the interviewees had all travelled solo at some point when travelling to Asia, for many of participants it was their first time and for half, they did not start their trip as a solo traveller, initially travelling with partners or a friend. Their reasons were:

“I actually went over there with an ex-boyfriend and then we split up once we were there. So I would never have been brave enough to solely go there on my own because I had never done it before. But travelling on my own I would have rathered that than with a partner. People don't seem particularly interested in socialising with you, the only people we socialised with as other couples like single people didn't really seemed that bothered because you are in a couple they assume you want to go on your own. Also when you re on your own you have so much freedom to go and do what you want but you also have to be careful because you are moving around spending a lot of time a trusting people you don't really know...but it was a learning curve. " (Charlotte)

“I travelled with one friend in Asia, just because it's unsafe, well not unsafe but easier to do it with someone... I've always wanted to do it but never on my own.” (Megan)

These quotes suggest from the participants that their initial thoughts of Southeast Asia were not as safe as other parts of the world to travel. Therefore, it was vital to understand the destination image they had of Southeast Asia and why.
4.2.2 Southeast Asia

The destination was one of the main aspects of this study. It was chosen because of the growing popularity in recent years (World Travel & Tourism Council, 2016) and its potential to attract millennials. Within this section, it was important for the researcher to gain inside knowledge into how the millennial traveller perceives this destination, before and after visiting. Then the recommendations on how to improve these perceptions and attract more millennials are discussed.

4.2.2.1 Destination Image - Before and After

There were conflicting images of the destination for the participants between initial interest in visiting, during and after their visit. Before the visit, all were in matching circumstances as it was their first time visiting the destination and only one person has been again since the initial visit. Therefore, they did not have any personal experience to compose a destination image for themselves. Charlotte explained that family had made her nervous about going:

“*My family actually made me terrified... they were worried because just before I went there was bombings in Bangkok and obviously a lot of political unrest in Thailand and between Burma and Thailand. So my parents made me really scared saying you could get locked up really easily but I didn't find that when I was over there.*”

(Charlotte)

Libby also explained that the stereotypes of India was all she knew before visiting the destination such as the 'Taj Mahal' and 'colourful clothing'. These two participants found those stereotypes and most of the perceived image of the destination as an inaccurate portrayal of the destination. However, Charlotte explained that it is evident the effect tourism is having on certain destinations of Southeast Asia:

"*You can also see in different areas how tourism is affecting the destination. So in Bangkok they will be very harsh in certain areas where they are swarmed with tourists and they must get irritated by them being drunk and stuff like that. However if you go up north in rural Thailand such as places like Pi the local people are not very used to- they live in the middle of the jungle, it takes like 9 hours in a mini van to get*"
there. So they are a lot more tolerant and friendly with some of them are just get fed up with the amount of tourists that go there because it is so popular."

This relates to Doxey's (1975) 'Irridex' model (See Figure 4.17) on certain stages the community of a tourism destinations passes through.

Figure 4.17 - Doxey's Irridex Model - Source: (Babu and Munjal, 2015)

After speaking to the interviewees, the researcher asked what their most memorable experience was in the whole trip alike in the questionnaire. This was asked because it is or will be their 'after image' of the destination and how they may portray it to other people.

There was a wide mix of responses, however, the qualitative and quantitative data confirms that many related their most memorable experience to the culture, uniqueness of the destination and learning experiences gained from visiting. For example:

"In Laos there was a waterfall...yeah that was just my favourite day, it was just beautiful, we got to climb up to the top of the waterfall and got to stay there a while."

(Megan)

"Well when I lived in India, I lived with this family for a couple of weeks and that was really memorable because I got to participate in religious ceremonies and learn to
cook food and get more of an idea of non western living. And then after that I think I loved living in Cambodia the most because the temples are really beautiful.” (Sheila)

The reason millennials chose Southeast Asia over a different destination varied. However, Sheila and Megan agreed they wanted to go to a destination that was not westernised.

“I just wanted to see a different part of the world, because Australia is pretty similar to the UK.” (Megan)

“I feel like people don't often think of that [Southeast Asia] for studying abroad or visiting. I think people typically go to Europe, or most of my friends do at least. I think most American just don't go to Asia because when I was travelling I think I met one American and the rest were mainly European. So really just something new.” (Sheila)

4.2.2.2 Recommendations

All of the interviewees stated that if they had the opportunity to go again, they definitely would. Therefore, they were asked if there was anything that could be done to entice other like-minded millennials to Southeast Asia. It seemed that from two responses, there was a need to portray the destination as a safe place to visit.

Another overall need that may drastically improve millennial visits and community acceptance of tourism is the development of community based tourism in Southeast Asia. This may not only enrich the tourists but also the community and help bring money into that community. This can tackle antagonism with communities in relation to Doxey’s Irredix while providing millennials what they desire. From the results in this section, this includes learning experiences, more cultural experiences that suffices their curiosity of a destination and its people. Libby and Charlotte explained:

“I think sometimes tourism in places like this can be exploitative because for example slum tours and things like that where the people you are interacting with don't benefit from it at all. So I think it is really important to strike a balance between experiencing a culture while not detracting from it and not being voyeuristic or not just profiting off of another culture. So I feel if you want a real view as to what a culture is like it takes interacting with people and it takes spending time there instead of just coming for two days or even two weeks and just doing a tour. Which is obviously still valid but personally don't find that really experiencing another place.” (Libby)
“\textit{I would never go all-inclusive, never but it’s because you are not given any money to local communities, why would you want to sit in one hotel every night? You should experience new foods and I don't understand why people do that.}” (Charlotte)

4.3 Chapter Summary

This chapter has analysed, discussed the results captured by the researcher in detail. It has been done through thematic analysis of both transcripts and the questionnaires to comply accurate graphs and figures to illustrate results. It has established motivations for millennials to travel to Southeast Asia in general and then explored these more in the context of cultural tourism. The next chapter will conclude the study by reflecting the research process implemented, present the key findings and finally give recommendations to the industry and academics for future research.
Chapter 5. Conclusion

5.0 Introduction

As already stated throughout this study, Southeast Asia is such an important destination to focus this research as it is seen as crucially important for the development of the region and will provide socio-economic benefits for all parties involved (Schumacher, 2015). This is why the study on motivations of millennials, a growing and under researched market, to Southeast Asia is a current and significant issue.

Having provided the findings and critically discussed the themes in the last chapter, this chapter will now provide a conclusion to the whole study. It will commence by drawing out the key findings found in the last chapter, followed on by reflecting on the research process as a whole and lastly recommending further improvements to the tourism industry and further research needed for academics.

5.1 Revisiting the aims and objectives

The overall aim to this study was to explore what motivational factors influence travel for cultural experiences in Southeast Asia for the millennial traveller. The researcher believes that this has been relatively successful in doing so. The characteristics of the millennial travel and in general have been either confirmed through the qualitative and quantitative research and theory or it has contradicted original theory and revealed new findings in relation to this.

The researcher believes the objectives in this study were mostly attained. In chapter two the first objective was obtained as a critical review of the relevant topics were discussed and reviewed to help determine the basis of their experiences.

Objective two and three were achieved in the methodology and results section and through the interviews and questionnaires. Even though the researcher could not
interview six respondents, they still managed to review the experiences of four respondents with the same experiences of the objective. Finally the fourth objective will be achieved in this chapter through explaining key findings, the research process and by providing recommendations.

5.2 Main findings

The main findings are set out in the reoccurring themes throughout this study.

5.2.1 Characteristics (general and travel) of millennials

- An overwhelming percentage of millennials (80%) would choose to spend their money on an experience rather than a materialistic possession, suggesting that travel could be a priority when spending disposable income.

- The results from the questionnaire indicate that social media, technology, internet and so forth, is equally 'very important', or 'moderately important' when travelling. Social media was also important to all interview respondents however when travelling to Southeast Asia these participants explained that it was not important at all, arguing Yeoman (2012) that millennials would not rate a destination highly without use of this technology.

- Travel personalities were categorised by Plogs 1974 psychographics model and revealed that over half (53%) of questionnaire respondents are mid-centrics and 31% are allocentrics. Suggesting that millennials are more likely to travel to Southeast Asia. This is supported by the interviewees that have travelled to Southeast Asia as all were categorised as allocentrics.

5.2.2 Motivation

- Following McIntosh and Goeldner's (1984) motivation classifications, the majority of questionnaire respondents (61%) answered interpersonal motivators as their motivation to travel.
The interviewees answers suggested that there were no physical or status & prestige (ego enhancers) motivators to travel to Southeast Asia, but interpersonal, cultural and status & prestige (personal development) were rated highly.

Self-development is more important to experienced travellers and are more likely to seek out a cultural experience. With this in mind, it was also concluded that more experienced travellers were more likely to travel to Southeast Asia.

5.2.3 Cultural Experiences

All interviewees participated in some form of cultural experiences while travelling in Southeast Asia. However, they were not all the same type of cultural tourist according to Mckercher ad du Cros' (2003) cultural tourist typologies, presuming generational factors do not have an influence on the type of cultural tourist.

It has been made clear that millennials are actually susceptible to influences when experiencing cultural tourism as almost all of millennials in the questionnaire that have travelled to Southeast Asia were interested in seeking out a cultural experience because of local influences.

Learning experiences were also found to be a highly rated motivators in both questionnaire and interview respondents.

5.2.4 Southeast Asia

69% of millennials (questionnaire) that have not yet travelled to Southeast Asia stated they would like to go.

Millennials are willing to spend much more on travelling to Southeast Asia than on average holidays, suggesting that they value this trip destination than others.

Destination image - some participants found the perceived image of the destination was not true to its genuine image e.g. not safe, stereotypical images.
Many related most memorable experiences in Southeast Asia to culture, uniqueness of the destination and learning experiences gained.

5.3 Recommendations

One of the main objectives of the study was to make recommendations to both, the tourism industry and academics based on data found from the qualitative and quantitative research. Therefore, this objective will be fulfilled in this section.

In relation to academics, there can still be further research undertaken into the motivations of millennials in travel. This could be conducted through motivations through different contexts such as different types of tourism or a different destination such as South America or Europe to compare differences. The questionnaire and interview participants were on the younger side of the millennial generation which may have skewed results, therefore the researcher suggests further research into the older population of the millennial generations e.g. 27-34, to compare motivations and experiences.

Organisations in the tourism industry, especially DMO's (destination marketing organizations) and marketers need to know how to market destinations to millennials in the upcoming years, especially the younger segment of this generation as they are likely to be the biggest tourism market in the next decade. As a result, this paper has filled a gap in the research for this and has concluded that community based and cultural tourism is a sector that many millennials may be particularly interested in participating in. With the concluding results for cultural activities and tourist typologies, this 'niche' tourism would satisfy the millennials needs and motivations to visit a particular destination and Southeast Asia already has many of the resources to dive into this type of tourism.
5.4 The research process

The choice to review two extra destinations in Asia (India and Nepal) was made due to the high amounts of cultural tourists visiting these destinations. After incorporating the destinations of India and Nepal the researcher was able to achieve better quality respondents for the qualitative research and high quality answers in relation to cultural tourism.

However, as already mentioned in the methodology, the researcher did encounter some limitations in the research. For example, the target sample of six respondents for interviewing fell short by two. The extra two interviews could have given more insight into achieving the research aim and objectives and could have provided more validation to the findings. However, the researcher is confident in the reliability of the interviews and its findings. After also analysing the questionnaires it became clear that some questions could have been either added or the type of question could have been changed to provide the researcher a better understanding of millennial motivations.

With this said, this study overall has provided meaningful findings that can aid the tourism industry to embark upon the next generation of travellers and the future of tourism.

13,878 words
References


