THE TOURIST BEHAVIOUR IN DIFFERENT ENVIRONMENTS: A LITERATURE REVIEW

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Abstract
In ensuring the tourism destinations are successful and sustained, good quality environments are needed. Furthermore, without an attractive environment, there would be no tourism activities. Nevertheless, people generate and encompass many different types and patterns of changes in the environment and in turn, the environment can facilitate and even reduce stress to people. In this context, it is necessary to understand the perspective of tourists and knowing what they look for in a particular destination to obtain a better understanding of spatial tourism behaviour and areas of sustainable tourist destinations. The primary focus of this paper is to understand the perceptions, expectations, experiences and motivations that tourists have when they choose to visit specific tourist destinations. Based on the literature, identifying and examining the elements of tourist attractions, tourist preferences, the values which characterize the tourism demand and their relationship to the environment would highlight challenges as well as implications for tourism development especially in Malaysia.

Keyword: Tourist behaviour, environment, perceptions, expectations, experiences, motivations

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INTRODUCTION

Despite a wide range of publications assessing the behaviour of tourists to various environmental settings, little is actually known about the complexity of demand responses towards different environments in the Malaysian context. The purpose of this paper is to review and discuss existing studies and provide a framework for a better understanding of tourist behaviour. The literature indicates that tourism has a significant effect on social life globally that can no longer be understood as merely what happens at the location of the destination, nor why tourists choose to do something different from their normal life and work. Tourism is a central part of understanding the social organization of destination and is no longer simply a specialist consumer product or mode of tourist consumption (Inglis, 2000; Framke, 2002). In other words, tourism is not only about supply and demand but also relates to the behaviour of tourists.

The reasons for undertaking a literature review is because it provides as complete a list as possible especially all the published and unpublished studies relating to particular subject areas and towards the end, this study summarizes and draws conclusions about the relevant topic. This study undergone a few stages of the literature review. It began with an extensive review to establish the context and rationale for this study so as to confirm the choice of research focus or question. Then, the topic is refined by narrowing down the relevant and detailed literature. The topic is then divided into key themes to make it easier to look for information. This study also uses different journal articles and books to identify key authors and significant theories that relate to the themes and make them as a starting point. Finally, this study relates the findings from the literature and identifies the implications for this study.

TOURIST BEHAVIOUR

In order to identify behaviour in relation to tourism, it is crucial for researchers to understand what motivates tourist, their perceptions, expectations and also their experiences. This begins with a particular focus on the perception of the tourist. Tourism is no longer simply regarded as a universal and homogenous phenomenon, it is essentially a contemporary phenomenon and thus needs to be analysed in view of the larger context of modernity (Wang, Yamada & Brothers, 2011). It can be stated as the linkages between travel and knowledge recognized in contemporary travel practices which people in modern world tend to explore other parts that are different from their normal place. In other words, people use traveling as a mean to perform their own modernity.

The tourism, in which the modern world lust for visuality and geographical movement, accelerated tremendously with the inventions of cameras; caused a profound multiplication of images and sights; a constitutive part of modernity's traveling cultures. In addition, little research has been conducted looking at movements of tourists. As Lau and McKercher (2006) reported, factors such human (motivation and travel party) and physical (destination geomorphology) affect tourists' choices of itineraries and give

reasons to support the shaping of the movement patterns. Thus, it can be said that contemporary tourism is fundamentally constructed culturally, socially and materially through images and performances of destinations.

The term perception refers to a view of the total environment that is cognitively sensed and experienced and becomes the basis for decision-making (Morin, Gates & Zimmerman, 2009). Furthermore, people construct views through space, and organize the acquired knowledge, information and experience through the senses (Lau & McKercher, 2006). Thus, the tourist perception is generally referred to the outcomes that visitors have constructed for a physical and social environment they have visited. This perception differs between each individual, as there are various perception within individuals depending on their past and present experiences through values, needs, memories, moods, social circumstances, and expectations (Saarinen, 1976). This means that perception is different for each individual tourist at any time regarding anything or towards different environment setting. This is indeed because of the perception is strongly linked to psychology, and people construct their views based on cognitive processes that capture and organize knowledge, experiences and information through the senses (Lau & McKercher, 2006). Thus, a destination's pull factors, such as their promotional activities, weather, beaches, scenery, facilities and attractions are also important influences in setting expectations, and subsequently, in meeting the needs of tourists.

Tourists' perception of a destination is also likely to be influenced not only by their own experience but also by their expectations of that destination. These expectations are built on the representations permeating their own culture and absorbed from the media, the advice from friends and relatives, and guidebooks and travel brochures (Jenkins, 2000). However, tourists' expectations of a destination do not necessarily match as what the guidebook or travelogue describes. In short, different expectations held by different tourists in different kinds of environments resulted in different types of behaviours. Expectation derives from a number of sources that include the qualities and perceptions which will be influenced by tourists' cultural backgrounds (Fountain, Espiner & Xie, 2011). Once tourists activated their needs and requirements of travel, motivation is the key factor in the formation of expectations. The expectation, conversely, determines the perception of a performance of the products and services at a destination, and the perception of the experience. Tourist behaviour may have distinctive phases of expectation, partly because tourists have the ability to transform their expectation through their experience. Presumably, the understanding of what to expect at a destination also colours the behaviour that different tourists use to interpret their travel experience.

In parallel, the tourist experience comprises everything that tourists have seen, done or felt during their trips (Inglis, 2000). Khalilah (2006) argues that tourist experience is a significant process and outcome of tourism. It will determine whether a visit is successful or not for the tourists, and consequently, how they rate their overall experience will influence their future travel decisions.

McIntosh (2003) reported that gazing and authenticity are among the dimensions of the tourist experience. Chui, Rahim, Hassan, Musa, Yusof and Hashim (2010) defined tourist experience "as a temporal account of the tourist gaze as to describe the process through which a tourist reminisces the place or experience he or she encounters". In other words, the gaze is a recollection of the temporal experience which, there is an aura to the fullest extent of the experience. However, tourist's experiences vary according to the varieties of people and their geographical distribution. At the same time, tourist experience is influenced by different factors such as traveling experience, destination attributes and attractions (Li, 2000). Apparently, destinations can offer and provide more than just one type of tourism experience. In relation to that, to provide a high-quality experience, one must understand what factors can motivate and influence people to travel.
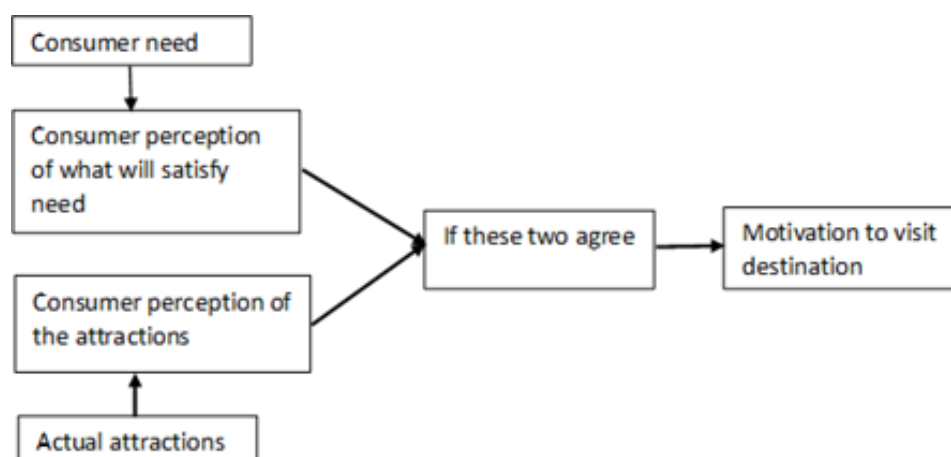
Figure 1 Formation of Travel Motivation
Source: Humphreys & Holloway (2009)

Another view states that motivation is one way of determining tourist behaviour (Dann, 1981). He continued in his assessment of tourist motivation mentioned that there is consent, that an understanding of motivation express why an individual or group have behaved or are about to perform an action. Sharing this view, Moutinho (1987) similarly asserts that motivation refers to a state of need, a condition that exerts a push on the individual towards certain types of actions that are likely to bring satisfaction. In other words, motivation is closely related to a tourist's needs, personality and way of life. On top of that, motivations activate and direct the behaviour of the tourist. According to Deci and Ryan (2000), there are two types of motivation, intrinsic and extrinsic motivations. Intrinsic motivation refers to motivation that is driven by a curiosity and exists within the individual while extrinsic motivation comes from outside sources such as motivation to gets a reward or reinforcement. Wang, Yamada and Brothers

(2011) add that when people have a need to travel, they must also have equivalent individual factors and external environmental conditions, such as physical fitness, financial status, weather, and transport, etc. as shown in Figure 2 below.
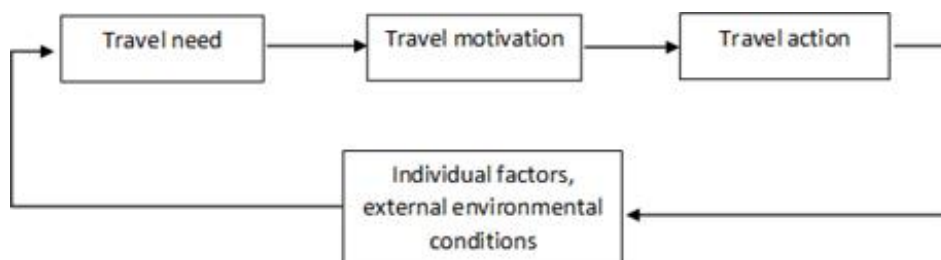
Figure 2 The Formation of Travel Motivation and Travel Actions
Source: Education Bureau (2009)

Thus, motivation is essential to be successful in any activities and is still needed in order to boost behaviour. In short, motivation can be defined as the inside or outside stimulant that drives humans to satisfy their needs. Motives and motivations, thus explain why people (tourists) behave or are about to perform an action. In parallel, it can be stated that features or the environment, which attract tourists to a site, can be considered as motivations (and when acted upon, become activities).

Tourist decisions about destination and motivation are related to images that are created based on personal experience and knowledge, recommendations and opinions of others and information provided by the media. Images developed and travelled to many places, and became a train of ideas to another object, places, cultures and people. In short, the image of the destination is actually referred to the perception of tourists towards attractions that available in the destination. In fact, the perception of the image of tourist destination is a major factor that plays a role or motivation to bring tourists to visit a destination. Accordingly, tourism motivations may help to predict tourist behaviour (Patterson, 2006), whereby tourist behaviour is the interplay of forces – avoidance of routine or stressful environments and seeking recreation places for certain psychological rewards. Motivation obviously impacts on satisfaction formation. As stated by Murphy (2004), closing the distance between what stakeholders want and expect with what they experience, increases their satisfaction. In this sense, motivations and preferences play a role in the formation of satisfaction and enhances the experience in destinations.

In short, the behaviour of tourists actually represent tourist's needs, personality and way of life. Therefore, knowing about tourist behaviour is particularly important in developing the tourism industry today. In Malaysia, it is the government's intention to maintain and control the tourism development.

Bhuiyan, Siwar and Mohamad Ismail (2013) conclude that Malaysian government has played a significant role in instituting a legal and institutional framework for ensuring sustainable tourism. It can be seen from the number of foreign tourist's arrival and tourist expenditure that is increasing year by year. The study also reveals that the Government has given special emphasis on the tourism sector during each Malaysia Plan period by adopting and formulating various laws and regulations to ensure sustainable tourism development as well as implement necessary policies.

However, despite these actions, Bhuiyan, Siwar and Mohamad Ismail (2013) also emphasise that many other issues need to be addressed, including identifying the benefits that community will get, attracting foreign investment and identifying region based tourism development which is necessary to enhance tourism sector in Malaysia. Other than that, initiatives for sufficient human resource and entrepreneurship development, and emphasis on education and research activities can be developed as to enhance Malaysia's tourism sector.

DISCUSSION
The discussion above clearly indicates that the tourist experience is affected by the availability of attractions, destination features and amenities. The performance of a place bounds to how the tourists remember that particular place (Baerenholdt et.al, 2004). Tourists perceive destinations in varying ways, hence, each is looking for different signs to lead them to different experiences (Backhaus, 2003). Some look for the extraordinary, where signs will suggest the potential for experiences that differ from normal expectations; but most signs also serve to contribute to the selection of a destination. These interactions and involvement between the tourists and their destinations can significantly influence the level of experiences experienced by the tourist. As Urry (2003) emphasizes that tourists are attracted to features which are unique and not in their everyday experience because it provides them with intense pleasure and anticipation. Thus tourists are often perceived as being more motivated by destinations' attributes such as sun, sea and local culture than their internal disequilibrium, which they wish to consume.

The tourist's experience actually allows the tourists to feel unique and relevant to what/where they are visiting. The good and memorable experience is the most important quality of place experience for tourists. Nonetheless, the degree of tourist satisfaction gained from their experiences relates to the expectations of the tourist, the basis of those expectations, the ability of the tourists to adapt to the actual experience and the nature of their experience (Urry, 2003). Thus, this study suggests that tourist experience is the result of the tourist's ability to tolerate the behaviour of others, context, and pattern of activities, motivation, expectation, and perception. As Cohen (1972) contended, this experience could be positioned on a scale, with a desire for pleasure at one end of the scale and a desire for meaningful experiences at the other. He added this

type of tourist holds different views predicated on a relationship between the centre of their own societies and the centre of other societies.

In short, a destination which is the space of tourism is a place of experience and as such, tourist behaviour influences tourist experience, which in turn is heavily influenced by external factors such as the attractions, place features and amenities. To sum up, it can be summarized that there are two independent uncontrollable variables considered during tourism decision making (Figure 3).
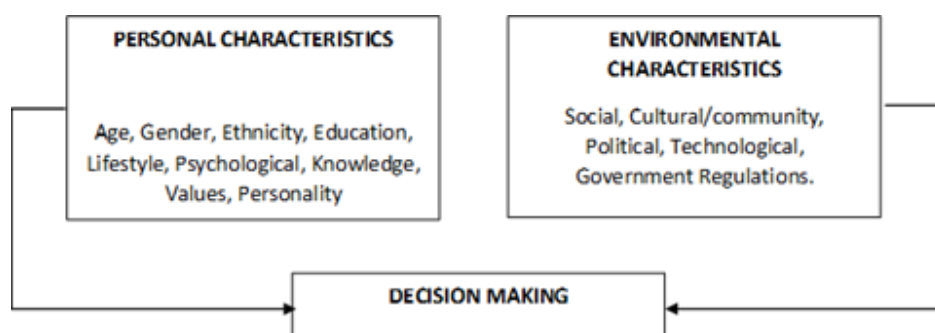

Figure 3 Tourist Behaviour Model

Arguably, tourists are looking for an extraordinary experience that is totally different from their normal lives, and regardless of what happens during their travel experience, will shape tourist destination selection and repetition. Thus, attitudes, mood and expectations also affect the evaluation of tourist's own experience rather than just the quality of the product which offered by the destination. As mentioned, people desire to visit other places to experience the cultural, social and environmental differences that exist, although this desire varies between individuals. To state the obvious, an individual's perceptions and responses to a place will vary according to differences in gender, ethnicity, religion, culture, wealth as well as education.

As a developing industry, tourism in Malaysia has many components comprising the overall travel experience. Other than accommodation and facilities, it includes such things as food and beverage, transportation, entertainment, and special events. Thus, it is clear that the Malaysian destinations require proper development. At the same time, it requires the cooperation between the public and the private sectors, and to understand perceptions, expectations, experiences and motivation that tourist have. The key point to understanding tourism and tourist behaviour is to understand what motivates tourists to travel or their preferences towards destination environments. This including the physical influencing elements such as transport network, accommodation and attractions which characterize the destination itself. Thus, the environment can be recognized as one of the major forces modifying and

defining tourism development and also the behaviour of the tourist. However, the main concern is how to incorporate all elements in order to make the resultant environment and view more useful and beautiful for the tourists to experience. The good environment is essential for tourist satisfaction and repeat visitation. Thus, the measurement of tourist expectations and perceptions of the environment in the context of tourism development plays a vital role in the future success of a destination.

CONCLUSIONS
From the discussion above, it is clearly shown that there is the variation of tourist behaviour, especially their perceptions, expectations, experiences and motivation, depending on the characteristics of the environment. Thus, it can be concluded that the influence of environments on tourism demand patterns can be shaped by the response of tourists' perceptions, motivations, expectations and experiences. Tourists have the largest adaptive capacity of elements within the tourism system because of their flexibility to substitute the place, timing and type of holiday, even at very short notice. Consequently, understanding tourist behaviour and reactions to the impacts of destination environment is essential to anticipate the potential different environment in tourism demand, as well as the decline or increase of specific tourism markets.

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