

The Impact of Age Generation on Tourism Well-Being among Homestay Guests at Langkawi Island

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Abstract

Behaviour of tourists among Generation Y, Generation X, and Baby Boomers is often uncertain while travelling. Tourism well-being is happiness during travelling, which produces a better healthy body (physical) and mind (mental). There is an arising literature body on ecosystem services in a culture that focuses on human well-being, despite that the tourism attachment was underexplored with a few exceptions, such as age categories. This paper aims to analyse the impact of age category on tourism well-being among homestay guests at Langkawi Island. This paper was conducted using a quantitative method, and the data was collected by simple random sampling. The questionnaires were distributed to the homestay owner at the several homestays at Langkawi Island. Then, their homestay guest answered and was the respondent for this study. There are 364 respondents in this study. The Tourism Well-Being (TWB) was measured using eight dimensions: our establishment, services, host provider, price, novelty, hedonism, social value, and satisfaction. This paper found that Generation Y is highest tourism well-being, followed by Generation X. In contrast, the age generation with the lowest tourism well-being is Baby Boomers (BB). This research contributes and gives insight to the Ministry of Tourism, Arts, and Culture (MOTAC) in promoting homestay tourism activities in Langkawi Island.

Keywords: Age Generation, Homestay, Homestay Guests, Tourism Well-being

Introduction

According to UNWTO Statistics (2016) and MDG advertising (2015), two different age categories that are the Millennials (Generation Y) and the Baby Boomers, have shown significant growth in the market of tourism. In addition, Mahika (2011) stated that the growth seen by Millennial and Baby Boomers makes these two age generations targeted as attractive

potential market segments for tourism practitioners, which considers that growth raises the market economic potential. UNWTO Statistics (2016) reported that travellers from Generation Y and Baby Boomers (BB) are the exciting market segments to target. This is essential to discover the specific attributes or characteristics, intentions, and the type of holidays preferred by Generation Y and Baby Boomer.

The three age generations included are Generation Y/ Millennials (Gen Y) which is also called Millennials, Generation X (Gen X), and Baby Boomers (BB). Pew Research Centre (2019) stated the age of the three generations are Gen Y (20-38 years old), Gen X (39-54 years old) Baby Boomers (55-73 years old). Ministry of Malaysia, Arts, and Culture (MOTAC) defined homestays as the location in which travellers stay with the homestay owner's family (host family) and experience their lifestyles in a direct or indirect way, and homestay products are not categorized as the facility of lodging, but it is focusing more on experiences, culture, economic activities, and lifestyles. According to MOTAC, every homestay provides different activities and relies on the location, culture, activity of the economy, and also food.

Tourism well-being (TWB) must measure to identify the dimension of TWB among travellers, especially among homestay guests. Smith and Diekmann (2017) stated that they focus their research on tourist experiences' impacts on physical and mental well-being of tourists in short term and long term. Other pertinent issues and topics, like the tourism impact on the tourists' well-being extensively explored in the field of tourism (Smith & Diekmann, 2017). Unfortunately, even though the existence of the science of well-being has been informed by psychology and economics research, there has yet to be a complete agreement on the well-being definition. Also, the multiple theory of well-being in tourism has led to fading and extensive definition (Jayawickreme et al., 2012).

Moreover, previous research by National Health and Morbidity (2015) found that in Malaysia, the prevalence of mental health problems among adults has increased to 10.7% (1996), 11.2% (2006), and 29.2% (2015). The United Nations World Tourism Organisation (2016) acknowledges that well-being and health can be obtained through tourism with various indirect methods, including strategic tourism reinvestment by generating income for services related to health. Most research resulted that there is a significant relationship between the quality of experiences and the quality of whole life quality, and to boost certain indicators of health are suggested to those with sources for their sake to experiences of tourism such as short recess, holidays, travelling and several leisure activities (Marmion & Handley, 2019). In consequence, traveling can reduce the number of mental health among adults in Malaysia.

Methodology

The target population of this study is homestay guests at Langkawi Island. The target population is the entire group of persons from which the sample could be drawn. A sample is a group of individuals who participate in the investigation. The people who participate are known as "participants". Generally, sampling has two techniques: probability sampling and non-probability sampling. This study is probability sampling which employed simple random sampling where every homestay guest in Langkawi Island has an even chance and being selected in the sample. There are several homestay owners that assist in this study. For this research, 400 questionnaires were given simultaneously to each homestay owner in Langkawi Island. In total, 364 questionnaires were successfully collected, showing a 91 percent

response rate for the 400 questionnaires distributed to homestay guests at Langkawi Island. The highest age category that came to Langkawi Island and stayed in a homestay is Generation Y. There are 84.1% Gen Y, 12.9% GEN X, and 3% of Baby Boomers. For gender, the total frequency of respondents staying in homestay shows that the number of males (70.9%) is higher than that of females (29.1%). Chia (2018); Gardiner et al (2014); Gurau (2012) revealed that there is a different trip rate in gender, where males travel more than females.

Result and Discussion

Tourism Well-Being That Affected by Age Categories Among Homestay Guests at Langkawi Island

The reliability test result of the TWB dimensions and the crosstab analysis of each dimension to measure the TWB that affected by age categories.

Table 1

Reliability Test of TWB Dimensions

Dimension of TWB	Cronbach's Alpha
Establishment	0.809
Services	0.782
Host Provider	0.875
Price	0.633
Novelty	0.808
Hedonism	0.784
Social Value	0.895
Satisfaction	0.941

Based on the table above, there is Cronbach's alpha value for each dimension of TWB. The TWB dimensions, which are the establishment, services, host provider, price, novelty, hedonism, and social value, are good and reliable. For satisfaction, the dimension is high reliability with 0.941.

Table 2

Crosstab analysis (high/low) level of TWB

Crosstab Analysis		High Level of TWB		Low Level of TWB		TOTAL TWB	
		n	%	n	%	n	%
Establishment	Generation Y (20-38)	39	10.7	219	60.2	258	86.6
		5	1.4	28	7.7	33	11.1
	Generation X (39-54)	6	1.6	1	0.3	7	2.3
	Baby Boomers (55-73)						

Services	Generation Y (20-38)	108	29.7	150	41.2	258	86.6
	Generation X (39-54)	14	3.8	19	5.2	33	11.1
	Baby Boomers (55-73)	7	1.9	0	0.0	7	2.3
	host provider						
host provider	Generation Y (20-38)	115	31.6	143	39.3	258	86.0
	Generation X (39-54)	15	41.2	20	5.5	35	11.7
	Baby Boomers (55-73)	6	1.6	1	0.3	7	2.3
	Price						
Price	Generation Y (20-38)	75	20.6	183	50.3	258	86.0
	Generation X (39-54)	12	3.3	23	6.3	35	11.7
	Baby Boomers (55-73)	6	1.6	1	0.3	7	2.3
	Novelty						
Novelty	Generation Y (20-38)	116	31.9	142	39.0	258	86.0
	Generation X (39-54)	20	5.5	15	4.1	35	11.7
	Baby Boomers (55-73)	6	1.6	1	0.3	7	2.3
	Hedonism						
Hedonism	Generation Y (20-38)	44	12.1	214	58.8	258	86.0
	Generation X (39-54)	11	3.0	24	6.6	35	11.7
	Baby Boomers (55-73)	6	1.6	1	0.3	7	2.3
	Social value						
Social value	Generation Y (20-38)	97	26.7	161	44.2	258	86.0
	Generation X (39-54)	14	3.8	21	5.8	35	11.7
	Baby Boomers (55-73)	6	1.6	1	0.3	7	2.3
	Social value						

(55-73)

Satisfaction	Generation Y (20-38)	115	31.6	143	39.3	258	86.0
		15	4.1	20	5.5	35	11.7
	Generation X (39-54)	6	1.6	1	0.3	7	2.3
	Baby Boomers (55-73)						

Based on the results of the crosstab analysis in this paper, Generation Y shows a low level of TWB in all dimensions, especially in the high level of all eight sizes: establishment, hedonism, and services.

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Ho₁: Hypothesis testing on the establishment

The Tukey HSD (Honest Significant Difference) shows that the mean difference between Generation Y, Generation X, and Baby Boomers reaches significance with a p -value of .000 that is less than the standard .05 alpha level. Furthermore, there was a statistically significant difference between age categories as demonstrated by one-way ANOVA ($F(2, 295) = 9.065$, $p = .000$). Therefore, the null hypothesis between age generations on establishment was rejected.

Ho₂: Hypothesis testing on services

The Tukey HSD (Honest Significant Difference) shows that it has the mean difference between Generation Y, Generation X and Baby Boomers that reaches significance. A p -value of .001 is less than the standard .05 alpha level. There was a statistically significant difference between age generations, as demonstrated by one-way ANOVA ($F(2, 295) = 6.947$, $p = .001$). Therefore, the null hypothesis between age categories on services was rejected.

Ho₅: Hypothesis Testing on Novelty

The Tukey HSD (Honest Significant Difference) shows a mean difference between the three age categories on novelty dimension that reaches a significance in which the p -value is .049, less than the standard .05 alpha level. There was a statistically significant difference between age categories as demonstrated by one-way ANOVA on novelty ($F(2, 297) = 3.039$, $p = .049$). Therefore, the null hypothesis between age categories on novelty was rejected.

Ho₆: Hypothesis Testing on Hedonism

The Tukey HSD (Honest Significant Difference) shows a mean difference between the three age categories on hedonism dimension that reaches a significance in which the p -value is .003, which is less than the standard .05 alpha level. There was a statistically significant difference

between age categories, as demonstrated by one-way ANOVA on hedonism ($F(2, 297) = 5.962, p = .003$). Therefore, the null hypothesis between age categories on hedonism was rejected.

Table 3

Overall result of hypothesis testing

TWB Dimensions	Data	Result
Establishment There is no difference between age categories and Establishment among homestay guests at Langkawi Island	p -value: 0.000	$P < 0.05$: significant Null hypothesis is rejected
Services There is no difference between age categories and Services among homestay guests at Langkawi Island	p -value: 0.001	$P < 0.05$: significant Null hypothesis is rejected
Novelty There is no difference between age categories and Novelty among homestay guests at Langkawi Island	p -value: 0.049	$P < 0.05$: significant Null hypothesis is rejected
Hedonism There is no difference between age categories and Hedonism among homestay guests at Langkawi Island	p -value: 0.003	$P < 0.05$: significant Null hypothesis is rejected

Hypothesis Testing on TWB

The Tukey HSD (Honest Significant Difference) shows that there is a mean difference between the three age categories on TWB that reaches a significance in which the p -value is .000 which is below the standard 0.05 alpha level. There was statistically significant difference between age categories as demonstrated by one-way ANOVA on satisfaction ($F(2, 295) = 9.129, p = .000$). Therefore, the null hypothesis between age categories on overall TWB is rejected. A Tukey post hoc test showed that the Generation X has a statistically significantly difference on TWB than the Baby Boomers ($p = .001$), between the Generation Y and Baby Boomers groups ($p = .000$). However, there was no statistically significant difference on TWB between Generation Y and Generation X ($p = .684$). In conclusion, the Generation Y has the highest Tourism Well-Being (TWB) compared to Generation X and BB.

To sum up, there are four dimensions: establishment, services, novelty and hedonism, with a p -value of less than 0.05. This explained that there is a significant difference between age categories on these four dimensions: establishment, services, novelty, and hedonism. While, for measurements such as hosting provider, price, social value, and satisfaction, p -value is more than 0.05. This explains that the null hypothesis fails to reject. Hence, there is no difference between the three age generations on these four dimensions: host provider, price, social value, and satisfaction. Moreover, the impact of age categories on TWB shows p -value is below 0.05. Thus, the null hypothesis is rejected, meaning that age categories impact TWB among homestay guests at Langkawi Island. Generation Y has the highest statistical analysis on Tourism Well-Being (TWB) compared to Generation X and BB. While, Generation X getting more TWB than the Baby Boomers (TWB: Gen Y>Gen X>BB).

Conclusion

Based on this research, the homestay owner and marketer could strategize the business plan and focus on Gen Y groups. Generation Y is getting the highest TWB than the other two age categories. In a consequence of this finding, the recommendation for a marketing plan for homestay should be on the website, and the operation should be an online business. Based on Chang and Beise-Zee (2013) Generation Y is the most age group that contributes more to online shopping and is active on social media. In addition, Manyevere and Kruger (2019) revealed that tourists regularly used Youtube, Instagram, Facebook, and TripAdvisor in the travel planning. Furthermore, Farhan et al (2019), Generation Y that also called millennial provide a market solution for tourism responsibility as they are one of a generation that ventures with travel regularly, sustainability, new experiences cravement, spend a lot of money when travelling and related more to social responsibility compared to previous group generations.

In addition, generation Y is one of the age groups that love to take and post a picture of themselves or something they want to share or think people might like on social media applications such as Instagram, YouTube, and Facebook. Chuah et al (2017) described the Generation Y population as more related to 'me-centric' and preferred customized service. Social media can influence millennials in the buying process and decision-making. They like to share their feedback and opinion on social media in purchasing an online ticket to travel to a specific destination or the exact vacation location as their friends post holiday pictures. Millennials relate highly to social media (Lund, 2018).

Lin et al (2015) reported that referring to consumption values, consumers' attitude and their consumer choice can be influenced when they assess and connect to a variety of products or services. This study shows that the Gen Y and Gen X youth generation, especially Gen Y, are allocated more money to their interest in travelling and having fun entertainment. Biscaia et al (2017) asserted that the benefit of always perceiving including the merger of the attributes of service quality and the characteristics of a tourist. In addition, Fam, Ting, Tan, Hussain, and Cheah (2020) reported that the emerging of massive evidence stick up for positive perceived value influence on attitude to the provider of the services or the services itself. Therefore, Bejkovsky (2016) asserted that the group of millennials has led to an extraordinary interest deal for each marketing researcher following the market's potential in current years.

The limitation of this study related to the systematic list of homestay business operated by local people. The MOTAC Langkawi and LADA have a list of villages that operating the homestay program. There are six villagers involves in homestay program which was operated since middle 90s. Some of them have operated by themselves or develop to small family business which provided service accommodation, car rental and tourism activity. In the future, the study about family business by local people should be explored to encourage the youth generation sustain the accommodation and diversifies the business. The Langkawi Youth should be participate and contribute to economic growth of Langkawi and Kedah.

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