Motivating Factors on Choosing Perth as The Choice Tourism Destination for Education

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A B S T R A C T

Motivation is the driving force that ensures the continuity of learning activities and provides direction for learning activities so that the desired goals can be fulfilled. Thus, motivation is very influential on one's learning outcomes. If someone does not have the motivation to learn, then that person will not achieve optimal learning results. The purpose of this study is to analyze how much motivation international students have in choosing Perth as a tourist destination for education. This study uses a survey method. Primary data collection was conducted by interviewing fifteen international students. All respondents answered ten closed questions. Data collected through questionnaires were analyzed qualitatively. The results of this survey state that Australia is one of the most popular countries so that Australia is one of the most visited countries from various parts of the world, especially to learn English and even to continue to a higher level of education. This is because Australia is the safest country, has a comfortable atmosphere, friendly people, and has a good transportation system that makes it easier for people to travel between states.

1. INTRODUCTION

Australia is the one of the popular destination countries and many tourists from other countries visit the country dubbed as 'Down Under' with different purposes, such as vacation, business or work, even studying abroad (Dwyer et al., 2003; Scott et al., 2008). It is because this country has many tourist attractions, people are very friendly, good atmosphere city and they have a good public transport system which is makes people easy to travel interstate. In addition, Australia is one of the multicultural countries besides Canada and USA who has a lot of migrants from various parts of the world. Perth is the capital of Western Australia and is one of Australia’s most dynamic and prosperous cities (Bianchi & Pike, 2011; Wheeler et al., 2011; Ye, 2012). It offers a great mix of city life and cultural experiences, as well as clear blue skies, white sandy beaches and beautiful parklands and gardens (Asseraf & Shoham, 2017; Pennington & Thomsen, 2010; Pratama & Mandaasari, 2020).

The internationalization of education is gaining importance in today's higher education system, projects to increase mobility are ongoing and students from abroad want to be part of this new cultural group (de Wit & Altbach, 2020; Hsieh, 2020). International students who study in Australia have access to wide variety of educational program, giving them interesting experiences, and broad insights that they will get an internationally recognized degree which will open the door to their future careers worldwide (Gondwe & Longnecker, 2015; Iacono et al., 2019; Oh et al., 2019). There are various of attractive cities and have a good atmosphere in Australia which makes students are motivated to study abroad, and one of the best cities is Perth.

In the significant increase in the number of international students, the contribution to the host or the destination country is also considered as an important factor that makes the international student segment a valuable part of the educational field. In terms of economic impact, international students are seen as an important source of income for the host country, particularly in Australia (Jianvittayakit, 2012; Naidoo, 2006). International students create a direct economic impact on higher education services and high levels of spending on things other than course fees (Deng & Ritchie, 2018; Lam et al., 2011).

Motivation is derived from the word 'motive' which means needs, desires, wants or drives within the individuals, that is the process of stimulating people to actions to accomplish the goals (Brick et al., 2021; de Boer & Schösler, 2016; Goldman, 2023). It is an urge to behave or act in a way that will satisfy certain conditions, such as wishes, or goals. Based on Abraham Maslow's theory suggested that humans have a hierarchy of physiological needs. In other words, that all humans act in ways that will meet basic

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Physiological needs are need to fulfill human survival such as air, food, water, shelter, clothing and sleep (Hackman, J.R. and Oldham, 1976; Hermann & Menzel, 2013). On the other hand, motivation is the driving force that guarantees the continuity of learning activities and gives direction to learning activities so that the desired goals can be fulfilled (Macharia & Pelser, 2014; Vastyanov et al., 2021). Thus, motivation is very influential on one’s learning outcomes. If someone does not have the motivation to learn, then that person will not achieve optimal learning outcomes. To be able to learn well requires a process and good motivation, providing motivation to the learner, means moving someone so he wants or wants to do something (Goldberg, 2022; Kong, 2021; Zamecnik et al., 2022). Based on basic human physical, biological, social and psychological needs, there are five-stage theory that places individual needs in different categories and prioritizes their achievement.

This study presents an investigation of the motivational factors that play an important role in the decision-making process of international students to choose a foreign university to study in Perth, Australia. The main objective of this research is to examine how international students are motivated in choosing Perth as the choice destination for education. Through the use of a structured questionnaire, the motivational factors of international students in making decisions to study abroad. The findings of this study highlight the important factors that cause international students to choose Perth.

2. METHODS

The method to be used in this study uses a qualitative descriptive technique (Huberman & Miles, 2012; Nassaji, 2015). This study observing phenomena that occur in the field by making direct observations of international students at Phoenix Academy. A qualitative approach is an approach that aims to understand phenomena about what is experienced by research subjects, for example, behavior, perceptions, interests, motivations, actions. This qualitative approach aims to obtain comprehensive information regarding the motivations of international students in choosing Perth as a study destination. The survey was used to collect primary data by interviewing fifteen international students on 04 September 2018 at Phoenix Academy. All respondents answered ten closed questions. The questionnaire was designed to find out what motivates international students in choosing Perth as the preferred destination for education. Data collected through questionnaires were analyzed qualitatively. A qualitative analysis approach involves coding and categorizing data to identify emerging themes and patterns. Interpretation and in-depth understanding of the data is obtained through narrative analysis that pays attention to the context and meaning contained in the respondents’ responses.

3. RESULTS AND DISCUSSIONS

Result

The results of interviews with international students will be described regarding the factors that motivated them to choose Perth as a tourist destination for education, by displaying the results of the ten questions posed through charts and graphs. Personal data gender is show in Figure 1.

![Figure 1. Personal Details](image-url)
Based on Figure 1, this pie chart shows the gender of fifteen international students in Phoenix Academy. The number of males is 67%, and is higher than females which is 33%. Personal data in age is show in Figure 2.

![Pie chart showing gender distribution of international students in Phoenix Academy.](image1)

**Figure 2. Personal Details Age**

Figure 2 illustrates three age groups of students. Less than 50% respondents were aged from 21 to 25 years old. For the rest of the students, the age group of 15 to 20 years old was the same as 26-30 years old, and they have the same percentages, that is 27%. Personal details are show in Figure 3.

![Bar chart showing personal details of the students' age groups.](image2)

**Figure 3. Personal Details**

Based on Figure 3, this bar chart demonstrates the twelve countries where most of respondents come from China, Colombia and South Korea with two respondents each, as compared to the other nine countries which only have one each. Current level of education is show in Figure 4.
Based on Figure 4, 80% respondents have obtained undergraduate education, while the other 20% graduate from high school. Type of accommodation during stay in Perth is show in Figure 5.

Figure 5 shows two types of accommodation during the students stay in Perth, that is, 67% respondents choose to stay in share house/apartment, as compared to 33% who decide to stay in the homestay family. Accommodation in Perth is show in Figure 6.
Based on Figure 6, the three factors that influence 15 students, fourteen prefer to choose accommodation in Perth, because it is comfortable. Furthermore, affordability in rental is chosen by only five students, and they are not affected by comfort. It is surprising to know that students choose comfort rather than affordability in rent when deciding on accommodation in Perth. Public Transport in Perth is show in Figure 7.

![Figure 7. Public Transport in Perth](image)

Figure 7 show graph indicates four characteristics of public transport that influenced fifteen students. All respondents indicated cleanliness as one of the criteria in choosing public transport in Perth as compared to easy availability, whereas thirteen students place more importance on public transport to be on time. Food in Perth is show in Figure 8.

![Figure 8. Food in Perth](image)

Based on Figure 8 show five characteristics of food in Perth, all respondents choose cleanliness and hygienic environment as compared to affordable price. Besides that, fourteen students prefer easily available, as compared to two respondents who are affected by a variety to choose food. Local People in Perth is show in Figure 9.
According to Figure 9, almost equal number of respondents prefer local people who are easier going and friendly. On the other hand, only less than half of total number of students indicate polite behavior of Australians an being unimportant. Perth is the Safest City for Travel and Study is show in Figure 10.

Based on Figure 10, this pie chart shows 93% respondents indicates Perth is the safest city for travel and study abroad. Percentage studying in College/University in Perth is show in Figure 11.
Figure 11 elaborates studying in a College/University in Perth. Seven respondents considered affordability of fees as the choice of studying in College/University, and the same fifteen students also choose good facilities for students. Easy to withdraw and transfer money overseas is show in Figure 12.

![Easy to Withdraw and Transfer Money Overseas](chart.png)

**Figure 12. Easy to withdraw and transfer money overseas**

Based on Figure 12 shows 73% of respondents indicated it was easy to withdraw and transfer money overseas as compared with 27% respondents who considered otherwise.

**Discussion**

Based on the result the survey determines different motivating factors of international students at Phoenix Academy on choosing Perth as destination for education by answering 10 questions in the questionnaire. Australia is the one of the popular countries that Australia is one of the most visited country of various kinds from various parts of the world, especially for learning English even to continue to higher education (Badubi, 2017; Dwyer et al., 2003; Scott et al., 2008). Australia is the safest country, has a comfortable atmosphere, people are friendly, and they have good transportation system which is makes people easy to travel interstate (jianvittayakit, 2012; Ye, 2012). Based on the explanation in the 12 graphs, every students has different ways and reasons why they prefer Perth as a place for study abroad which a majority of respondents prefer the public transport is clean, the accommodation is more comfortable, many variety of foods that are hygienic and the local people in Perth are easy going and friendly (Bianchi & Pike, 2011; Naidoo, 2006).

There are several recommendations that can be given from the results of this research, Public Transport (Transperth) should provide more public transportations, especially on weekends, and buses should arrives on time according to the timetable, also increase capacity that impacts on patronage (Silalahi et al., 2017; Wijayanti et al., 2021). Second, students should choose to rent houses that are easily accessible, affordable, and close to where they study. Moreover, before the students rent a house, they must do an inspection to see the condition of the houses whether it is suitable to be occupied or not, and negotiated with the owner of the house so that it is given a cheaper price. The price of foods in Perth is quite expensive. Thus, the students must be selective in choosing and buying food in supermarket and try to cook at home rather than spend their money on eating in restaurants.

This research can contribute to the existing literature by complementing the understanding of the factors that motivate individuals to choose Perth as an educational tourism destination. The results of this study can be used as a basis for developing further research in the context of educational tourism or other destination studies. This study uses a questionnaire as a data collection method. Although questionnaires can provide data efficiently, this method may have limitations in gaining in-depth understanding of the motivations and preferences of educational tourists. Additional methods such as in-depth interviews or observation can provide richer insights.

**4. CONCLUSION**

The survey results, represented in 12 graphs, reveal that students have diverse reasons for selecting Perth, including clean public transportation, comfortable accommodation, hygienic food options, and the friendly nature of the local population. Based on the findings, several recommendations such as
public transport system should increase the availability of transportation on weekends, adhere to timetables, and expand capacity. Students should opt for easily accessible and affordable rental houses close to their study location. Moreover, students should inspect its condition and negotiate with the owner for a lower price.

5. REFERENCES


