

**THE INFLUENCE OF LEARNING FROM
THE INTERNET ON INNOVATIVE BEHAVIOUR.
THE ROLE OF CREATIVE SELF-EFFICACY
AS MEDIATOR AMONG TRAVEL AGENTS**

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AS MEDIATOR AMONG TRAVEL AGENTS**

by

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**KESAN PEMBELAJARAN DARI INTERNET TERHADAP
TINGKAH LAKU INOVATIF. PERANAN KEPERCAYAAN DIRI KREATIF
SEBAGAI PERANTARA DI KALANGAN AGEN PELANCONGAN**

ABSTRAK

Agensi pelancongan di Malaysia tergolong dalam industri kecil dan sederhana, mempunyai keupayaan yang terhad untuk meneroka peluang dan berinovasi. Kemajuan internet seperti enjin carian, media sosial dan pelbagai kemudahan komunikasi internet pada masa kini telah mencipta peluang kepada agen pelancongan untuk menimba ilmu baru dan menambahbaik prestasi perkhidmatan kepada pelancong. Kajian ini bertujuan untuk melihat perhubungan di antara sumber pembelajaran dari internet seperti penggunaan enjin carian, Facebook, Twitter dan e-mail terhadap tingkah laku inovatif. Kajian ini juga melihat kesan peranan kepercayaan diri kreatif sebagai perantara kepada perhubungan diantara pembelajaran dari internet dan tingkahlaku inovatif. Pada masa yang sama, peranan sokongan teknologi dan perasaan ingin tahu sebagai variabel pemoderat dalam hubungan di antara pembelajaran dari internet dan tingkah laku inovatif juga dikaji. Kajian ini adalah kajian kuantitatif, dimana data dikumpul dengan menggunakan kaedah soal selidik. Data kajian telah dianalisis dengan menggunakan SPSS. Keputusan kajian mendapati Twitter mempunyai perhubungan signifikan yang positif dengan tingkah laku inovatif. Kepercayaan diri kreatif didapati berperanan sebagai perantara kepada perhubungan di antara pembelajaran dari Internet dan tingkah laku inovasi. Sokongan teknologi infrastruktur didapati menjadi pemoderat yang signifikan kepada hubungan

di antara Facebook dan tingkahlaku inovatif. Peranan perasaan ingin tahu '*perceptual*' adalah signifikan sebagai pemoderat kepada Facebook dan tingkah laku inovatif. Keputusan kajian ini memberi impak positif kepada masa hadapan agen pelancongan tentang penggunaan internet sebagai medium komunikasi dan percambahan ilmu pengetahuan yang berupaya untuk meningkatkan tahap tingkah laku inovatif.

**THE INFLUENCE OF LEARNING FROM THE INTERNET ON
INNOVATIVE BEHAVIOUR. THE ROLE OF CREATIVE SELF-
EFFICACY AS MEDIATOR AMONG TRAVEL AGENTS**

ABSTRACT

Travel agents in Malaysia face challenges in exploring opportunity and being innovative due to its limitation as a small and medium enterprise. Advances in internet technologies such as search engine, social media and other internet communication channels have created opportunities to travel agents to learn new thing and improving their service performance to tourists. The purpose of this study is to investigate the relationship between learning from the Internet tools such as search engine, Facebook, Twitter and e-mail and innovative behaviour. This research is also investigate the mediating effects of creative self-efficacy in the relationship between learning from the Internet and innovative behavior. At the same time, the role of technological support and curiosity as a moderator in the relationship between learning from the Internet and innovative behaviour are also examined. This research is a quantitative research, where data were collected using questionnaires. The research data were analysed using SPSS. From the findings, it was found that Twitter has positive significant relationship with innovative behaviour. Creative self-efficacy mediates the relationship between learning from the Internet and innovative behaviour. Meanwhile, infrastructure support was found to moderate a relationship between Facebook and innovative behaviour. The role of perceptual curiosity was found as a moderator in a relationship between Facebook and innovative behaviour. The results of this study

indicated a positive sign to the future of travel agents by acknowledging the usage of the Internet as a medium of communication and knowledge exploration, are capable to increase innovative behaviour among travel agents.

CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter explains the details of the background and purpose of the thesis. This chapter starts with an explanation of the background of the study. Then, in Section 1.2, the chapter will explain the problem statement. Next, Section 1.3 in this chapter sets the research questions. Section 1.4 explains the research objectives. Section 1.5 describes the significance of the study. Then, Section 1.6 of this chapter explains the scope of the study. Finally, this study will define the important terms in Section 1.7.

1.2 Background of Study

In recent years, service industries continue to grow steadily to become Malaysia leading source of income. Tourism is the most promising service industries that contributes to Malaysia economic revenues at 14.9% of the gross domestic product (GDP) which is equivalent to RM201.4 billion in 2017 (Bernama, 2 November 2018, www.nst.com.my).

The growth rate of tourist arrival to Malaysia has gradually increased for the past 10 years (Habibi, 2017), but was slightly affected in 2015. Based on the tourist arrival statistics report provided by Tourism Malaysia website (www.corporate.tourism.gov.my), the trend of tourist arrival shows gradual increment

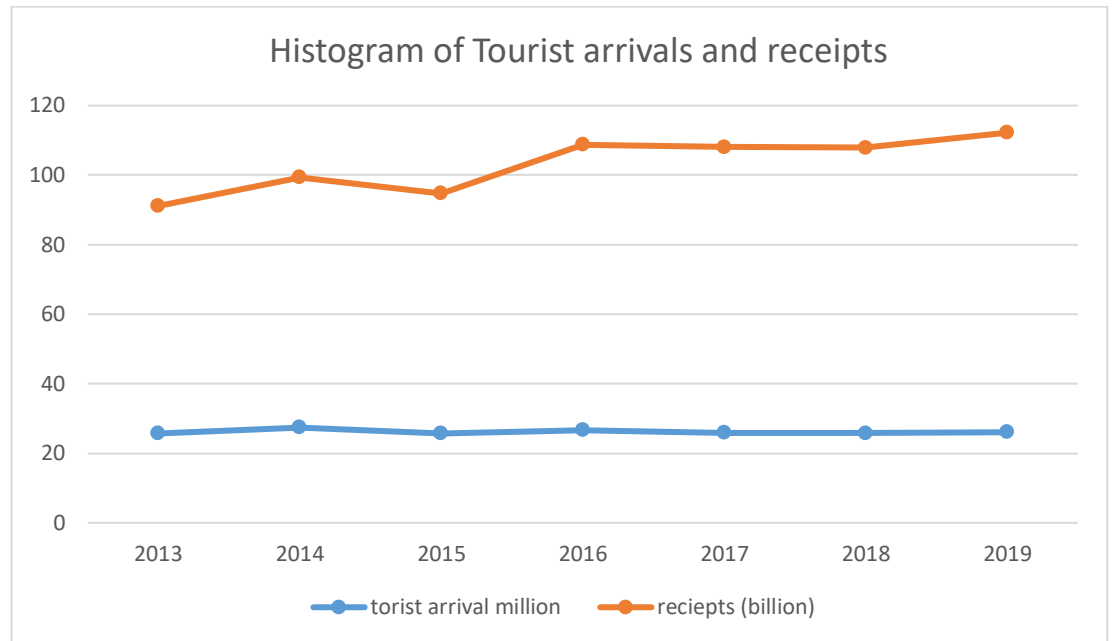
of approximately 0.8% every year from 2013 to 2015. However, the rate has been slightly declined from 27.4 million in 2014 to 25.7 million in 2015 due to several critical incidents that had happened affecting tourists' assurance to travel to Malaysia. Some of the most prevailing factors were the immense natural disaster in several areas in Malaysia, the tragedy of MH370 and MH17 and the abduction cases in eastern Sabah (www.tourism.gov.my). Subsequently, the number has shown a slight increment from 2016 to 2019, due to tremendous promotion effort to restore tourists confidence. Table 1.1 shows the statistics of tourism receipts, followed by the histogram chart detailing the tourist arrivals and receipts graphically.

Table 1.1 *Statistics of Tourist Arrivals and Receipts from 2013-2019*

Year	Tourist arrivals	Tourist receipts
2013	25.7 million	65.44 billion
2014	27.4 million	72 billion
2015	25.7 million	69.1 billion
2016	26.7 million	82.1 billion
2017	25.95 million	82.1 billion
2018	25.83 million	82.1 billion
2019	26.1 million	86.1 billion

Source: Tourism Malaysia with the cooperation of Immigration Department (mytourismdata.tourism.gov.my)

Table 1.2 *Histogram chart of Tourist Arrivals and Receipts from 2013-2019*



Source: mytourismdata.tourism.gov.my

Presently, the Tourism industry in Malaysia face challenges in sustaining the number of tourist arrival. Due to Malaysia slow economy growth, followed by the gigantic promotional efforts through digital platform from other neighbouring countries such as Thailand and Indonesia, Malaysia has been a side-lined choice for South-east Asian vacation (thestar.com.my, 22 Mar 2019). Additionally, tourists' unyielding demographical characteristic is one of the factors contributing to the slow growth of tourism revenues. A study by Habibi (2017) revealed that Malaysia receives 75% of lower-income tourists from ASEAN countries on a short-haul visit or international tourists who visit Malaysia as a complementing destination to Singapore and Thailand. Therefore, they do not tend to splurge their hard-earned income in our

country. There is a serious urge for travel agents to enhance their services to attract higher-income tourists who visit Malaysia as their most preferred country.

The Ministry of Tourism, Art and Culture is committed to achieve 30 million foreign tourists who will contribute to RM100 billion to the national economy in the year 2020 (Habibi, 2017). With regards to this effort, the government has allocated a matching grant of RM100 million through Budget 2019 (www.treasury.gov.my) to travel agents in Malaysia to upgrade their services to promote and market international tourism in efforts to boost tourist arrivals. The government's effort to promote development for the country's travel industry placed travel agent's role to be more significant than ever, as their main service is to provide quality holiday agenda to tourists, which includes designing the travel package until the coordination and arrangement of transportation, accommodation, meals, tickets and tour services (Chang, 2006; Chen, 2010; Wang and Wu, 2011; Chen, Kerr, Chou, and Ang, 2017).

As a service provider in a knowledge-based economy, innovative behaviour is the core ingredients for travel agents to success. They are expected to be innovative because their job involves designing the travel package accordingly to the customer's place of reference to visit (Salehuddin Mohd Zahari, Hafiz Hanafiah, Syafeera Syed Mahboob, and Adilah Md. Zain, 2016). In a current boundaryless world and modern societies, people have more opportunities to get to know other countries and access information through the Internet. Therefore, tourists prefer to go to places that are distinctive from their country (Hall, 2005; Robinson and Novelli, 2004), which offers higher quality, affordable promotional tour packages (Chen and Chen, 2010) as well as resourceful and friendly travel agents (Rezaei, Mazaheri, and Azadavar, 2017).

Tourists will revisit if the travel agents can give them the travel experiences that they need (Chang, 2015). Nevertheless, the lack of innovative behaviour among travel agents hinders the glory of tourism industry in Malaysia. The invention of new ideas is essential to ensure sustainability of the tourism industry (Chen, Kerr, Chou, and Ang, 2017).

Based on the global innovation index report 2019, Malaysia had retained its second rank for two years consecutively as the upper-middle income country, ranked 8th among South East Asia and Oceania (SEAO) countries and 35th globally behind Singapore (8), Republic of Korea (11), Hong Kong (13), China (14), Japan (15), Australia (22) and New Zealand (25) (<https://www.globalinnovationindex.org/userfiles/file/reportpdf/gii-full-report-2019.pdf>). The rank signifies that Malaysia innovation index is not promising as compared to neighbouring countries. Both public sectors and industrial players have to put more effort into promoting employees innovative behaviour to achieve our vision as a high income nation.

Innovation is an essential engine for organization survival especially during this challenging time. According to Hult, Hurley, and Knight (2004) innovation is used as a strategy to respond to the business crisis or a proactive measurement to stay competitive. Organizations need to discover new business venture to be different from its competitors (Hilmi, Ramayah, & Mustapha, 2011) and be able to adopt and adapt with everchanging markets (Rowley, Baregheh, and Sambrook, 2011). A study by Hilmi (2008) proved that employees behavioural innovativeness has positive significant influence towards the firm performance. Birkinshaw, Hamel, and Mol

(2008) suggested that employees roles in the process of innovation is significant because of their existing knowledge and great exposure about organization. Therefore, organizations that has lack of capability to be innovative will lose the battle when the organization face a challenge that require them to innovate and change (De Bes and Kotler, 2011).

On the other hand, the emergence of the Internet technology has bigger implications to travel agents. A report published by Tourism Malaysia (2012) stated that 65% of tourists who come to Malaysia used the Internet as a source to obtain information about Malaysia. Ironically, travel agencies were the least preferred source for travelling guidance that indicates only 8% of usage. Undoubtedly, the Internet gives an impact on the landscape of travel agents' overall capabilities. As traditional training and seminars are not sufficient for firm innovativeness (Keskin, 2006), the initiatives of travel agents to utilize the Internet tools such as search engine, Facebook, Twitter and e-mail to discover new knowledge and to stay current in the market is indeed very timely.

The advancements of internet tools provide assistance for travel agents to search, create and share information. Furthermore, it can broaden their knowledge and assist to provide credible, high-quality information of tourist products, hence offering exceptional quality packages to tourists (Sigala, 2011). Travel agents can utilise the Internet to access their respective knowledge, exploring ideas to upgrade their services, hence competing for their target market rather than relying only on Travel and Tour Management Course (TTMC) and Travel and Tour Enhancement Course (TTEC) provided by the Ministry of Tourism and Culture Malaysia. The Internet is a powerful

tools for knowledge sharing that can substitute the effectiveness of training (Brooke, Mohd Rasdi, and Abu Samah, 2017).

Therefore, this research will examine the effect of internet tool usages, such as using the search engine, Facebook, Twitter and e-mail to acquire knowledge and information, and subsequently leading to innovative behaviour. An investigation on the use of the Internet as a source for learning among travel agents and its impact on employees' innovative behaviour is timely and significant to the future of tourism industry. This study will also examine the influence of factors such as curiosity, creative self-efficacy, and technological support towards the relationship between learning from the Internet and innovative behaviour.

1.3 Problem Statement

Researches on employee's innovative behaviour at the workplace had received remarkable attention from many researchers over the years. Numerous researches were conducted to investigate the determinants of employee's innovative behaviour at the workplace more than a decade ago, but the antecedents of innovative behaviour are still inconclusive (Hammond, Neff, Farr, Schwall, and Zhao, 2011).

The perennial model of innovative behaviour proposed by Scott and Bruce (1994) explained four innovative behaviour interacting factors namely individual, work group, leaders and climate for innovation. Until to date, other researchers in innovative behaviour field were interested to study the predictions of innovative behaviour by looking at the individual factors such as employees perceived creativity

(Yao, Yang, Dong, and Wang, 2010), employee's self-efficacy and optimistic attitude (Li and Wu, 2011), employees learning goal orientation (Lu, Lin, and Leung, 2012) and employees personal values (Purc and Lagun, 2019).

There are also studies that associate innovative behaviour with workgroup factor. The workgroup factor such as knowledge sharing (Yu, Yu-Fang, and Yu-Cheh, 2013), work engagement (Wang et al., 2019) and perceived impact of innovative behaviour towards their performance and image (Yuan and Woodman, 2010) were found significantly contributing to innovative behaviour.

A review of literature further suggests that leaders also play a prominent role to enhance innovative behaviour. Leadership skills qualities such as transformational leadership and active-corrective transactional leadership (Rank, Nelson, Allen, and Xu, 2009), employees self-leadership skills (Carmeli, Meitar, and Weisberg, 2006), empowerment factors (Knol and van Linge, 2009) and transactional leadership (Dysart, 2019; Hansen and Pihl-Thingvad, 2019) were found to be the predictors to innovative behaviour.

On the other hand, in many circumstances, the role of knowledge in relation to innovative behaviour is undeniable. According to de Jong and Kemp (2003) innovative behaviour involves activities related to seeking novelties ideas until the realization of the idea into product, process or services. However, research on the importance of knowledge and learning as a source for innovative behaviour has gained less attention. Recent research by Widmann and Mulder (2018) claimed that innovative behaviour

can be fostered by team learning behaviour shed a light on the relevance to study learning as a predictor to innovative behaviour.

In the digital era, knowledge can also be obtained through the Internet. Since it was first introduced in the late 90s, the Internet has been recognized as a new media of information searching, spreading news and has been enhanced to be more interactive that allows simultaneous searching and sharing of knowledge, hence offers not only social and entertainment functions but also extensive reliable sources for knowledge (Sigala, 2011; Sigala and Chalkiti, 2015). Learning through the Internet has become more popular due to increase usage of internet-capable devices than ever before (Eden Dahlstrom, 2014). Further, the use of internet especially social media is compelling to younger generations. Research by Naim and Lenka (2017) ignited an interesting findings that the frequent use of social media among Generation Y at the workplace has a positive effect on employees' collaboration, as the Internet promotes knowledge sharing behaviour. However, the magnitude of the Internet as an instrument for innovative behaviour is yet to be proven.

Most researches in the Internet usage for learning has been widely conducted in an educational setting. For instance, the role of the Internet as a learning platform to enhance knowledge and improve performance has been proven among teachers and academic staffs (Capo and Orellana, 2011; Nwezeh, 2010; Wickramanayake and Jika, 2018), colleges and universities students (Austin and Totaro, 2011; Bannon and Britt, 2012; Brien, 2011; Dagli, Altinay, Altinay, and Altinay, 2020; Jami Pour and Taheri, 2019; Król and Zdonek, 2020; Wong, Kwan, Leung, and Wang, 2012) and librarian (Al-daihani, 2009; Anyaoku, Orakpor, & Ezejiofor, 2012; Eke, 2010).

However, there are limited research related to the usage of the Internet for learning in corporate setting especially among travel agents. Previous researches were examined on the impact of social media usage for brand reputation and customers orientation (Dlamini and Johnston, 2018; Parveen, Jaafar, and Ainin, 2016). Many past studies of the Internet usage in an organization were measured on services, products and promotion rather than learning (Collins, Buhalis, and Peters, 2003; Martin and Matlay, 2003). For instance online marketing (see example Adam, Vocino, and Bednall, 2009; Jensen, 2008) and online banking (see example Sayar and Wolfe, 2007; Sathye, 1996) as well as e-commerce.

A review of literature indicate that there are numerous researches investigated the potential of the Internet as a learning tool claims that learning from the Internet has greater potential and impact on individual performance (Liu, Chiang, and Huang, 2007; Volery and Lord, 2000; O'Sullivan, 2003; Thompson, 2011) and marketing strategy (Muñoz-Expósito, Oviedo-García, and Castellanos-Verdugo, 2017). Research by Shoshani and Braun Hazi (2007) highlighted that the Internet might have an impact on employees' innovative behaviour when they found that the learning from the Internet environment has all the abilities to enhance individual creativity.

Although the effective of the Internet as a medium of learning is undoubted in the education sectors, research on the impact of learning through the Internet at the workplace is still insufficient especially involving the travel industry. In a literature search on articles related to social media published between 2007 to 2011, Leung et al.(2013) discovered research on tourism and hospitality fields were largely focused

on the use and influence of social media as a source of information for travellers' travel planning process (i.e Sigala, 2011). To date, lack of research has been done to identify the possibility of internet to be used for the learning and development of travel agents.

Travel agencies are regarded as a small organization categorised under Small and Medium Enterprise (SME) who have very limited capacity to be innovative (Sharifonnasabia, Raj, and Marsukia, 2018). Braun and Hollick (2006) emphasized that many travel agents are slow to adapt and to realize the benefits of the Internet due to the size and incapability of the company to provide internet facilities. This is supported by Mohd Fuza, Ismail, and Mohd Isa (2015), who found out that lack of IT skills and financial constraints inhibit the adoption of internet usage among travel agents.

Meanwhile, Mazhatul and Suraya (2003) posit that the slow adoption of the Internet among travel agents in Malaysia was due to the generation gap where most of the companies' leader were the older generation. Furthermore, research by Salehuddin Mohd Zahari et al., (2016) divulged a sign that travel agents in Malaysia lack innovative behaviour. He further asserted that the travel agents were unsuccessful to promote one of Malaysia's unique tourism destinations, known as the dark tourism, such as historical and tragic places as well as war-related memorial attractions.

Hence, this research is intended to close the gap in the previous research by developing a conceptual framework on the role of learning from the Internet as an informal learning activities to develop innovative behaviour at work. The learning from the Internet has potential to influence innovative behaviour with regards to the

research findings by Sharifonnasabia et al.(2018). Sharifonnasabia et al.(2018) postulated a positive relationship between travel agents perceived usage of internet on organisational performance among travel agents in Malaysia.

Learning informally through the Internet is increasingly accepted in today's workplace. This study uses search engine, Facebook, Twitter and e-mail to represent sources of learning from the Internet. The reason of this choice is based on the exclusivity of each their roles and characteristics in providing enriched knowledge and knowledge sharing platform.

The job descriptions of a travel agent require them to be resourcefulness, hence implied they need to possess innovative behaviour. Hsu, Hou, and Fan (2011) posit innovative behaviour was influenced by creative self-efficacy. Slåtten (2014) has emphasized on the learning orientation as antecedent to creative self-efficacy. However, Sigala and Chalkiti (2015) accentuated that no evidence was found on the relationship of learning from the Internet on creative self-efficacy. Therefore, this study will be among the first to examine the influence of learning from the Internet on creative self-efficacy. A study on the role of creative self-efficacy as mediator on the relationship between learning from the Internet and innovative behaviour is important to determine whether learning from the Internet will facilitate travel agents to have high creative self-efficacy to produce innovative behaviour.

Previous researches on learning from the Internet revealed empirical evidence on the importance of technological support inclusive internet accessibilities and the existence of IT staff to facilitate the learning to take place. Wickramanayake and Jika

(2018) have identified internet instability and unaffordable internet plan as barriers for social media engagement. Therefore, this study will examine the availability of technological support as a moderating factor that enhance the usage of the Internet to produce innovative behaviour. Travel agents have a limited financial capability as they are categorised under small and medium enterprise (Mohd Fuza et al., 2015). Therefore, there is a need to study the influence of technological support from the perspective of infrastructure support and technical support as a moderating factor in a relationship between learning from the Internet and innovative behaviour.

Meanwhile, Dundon (2002) affirmed that creativity requires curious mind. This is because the feeling of curiosity helps in learning and discovery (Schmitt and Lahroodi (2008). As innovative behaviour is an extension of the creativity component (Sigala and Chalkiti, 2015), therefore curiosity will help an individual to discover new ideas. In addition, curiosity is essential for the travel agents to discover and explore credible sources of information to fulfil the demand from tourists who always look for higher quality and the best promotional tour packages (Chen and Chen, 2010). A study by Wang and Li, (2019) demonstrated the significance contribution of curiosity on the perceived usefulness of the travel review website. Therefore, it is expected that curiosity will drive travel agents to use the Internet for more discovery of knowledge. This study will examine the moderating factor of curiosity towards the relationship between learning through the Internet and innovative behaviour.

In a nutshell, considering the capacity to innovate attractive travelling products play important role in successful positioning in the tourism market segment, a study

on the relationship between learning from the Internet, creative self-efficacy, innovative behaviour, curiosity and technological support is worth investigating.

1.4 Rationale of Research

There are obvious gaps prompted in this research including the lack of research on the effect of the usage of the Internet such as search engine, Facebook, Twitter and e-mail as a medium of learning that drives innovative behaviour. To close the gap, this research intends to investigate the use of internet for learning as antecedents to innovative behaviour. Although several authors have linked internet technology with innovative behaviour (Mazhatul and Suraya, 2003; Shaharuddin, Rahman, Aziz, and Kassim, 2018; Sharifonnasabia, Raj, and Marsukia, 2018), however little is known on the influence of internet usage from this four platforms namely search engine, Facebook, Twitter and e-mail towards innovative behaviour among travel agents.

This research is also investigating the role of creative self-efficacy in mediating the relationship between learning from the Internet to innovative behaviour. The continuous learning from the Internet among travel agents could yield ideas and ultimately emit innovative behaviour. Sigala and Chalkiti (2015) affirmed that research on the influence of learning from the Internet on innovative behaviour is negligible. Therefore, this research will contribute to the body of knowledge on the self-efficacy as a mediator to the relationship between learning from the Internet and innovative behaviour.

Definitely, learning from the Internet requires powerful technological support. Strong internet coverage, accessibility, up-to date equipment and devices are among

the factors that facilitate learning from the Internet. This research will look into the role of technological support as a moderator in a relationship between learning from the Internet and innovative behaviour. At the same time, the information, pictures, factual and graphics from the Internet will drive the feeling of curiosity among travel agents, that will lead them to seek for further information and ignite new ideas. Hence, the role of curiosity as a moderating factor in a relationship between learning from the Internet and innovative behaviour will be investigated.

1.5 Research Questions

Accordingly, this research explores the following questions:

- 1) Do learning from the Internet influence innovative behaviour?
- 2) Do learning from the Internet influence creative self-efficacy?
- 3) Does creative self-efficacy influence innovative behaviour?
- 4) Does creative self-efficacy mediate the relationship between learning from the Internet and innovative behaviour?
- 5) Does technological support moderate the relationship between learning from the Internet and innovative behaviour?
- 6) Does curiosity moderate the relationship between learning from the Internet and innovative behaviour?

1.6 Research Objectives

The following are research objectives to answer the above research questions.

- 1) To determine the relationship between learning from the Internet and innovative behaviour
- 2) To investigate the relationship between learning from the Internet and creative self-efficacy
- 3) To investigate the relationship between creative self-efficacy and innovative behaviour
- 4) To examine the role of creative self-efficacy as a mediator on the relationship between learning from the Internet and innovative behaviour.
- 5) To examine the role of technological support as a moderator on the relationship between learning from the Internet and innovative behaviour.
- 6) To examine the role of curiosity as a moderator on the relationship between learning from the Internet and innovative behaviour.

1.7 Significance of Research

Research on Malaysia travel agents' innovative behaviour is limited. Previous researches on travel agents emphasized heavily on the business challenges faced by the agencies. Being in a small-medium enterprise(SME), with financial, size and resources limitations, travel agents were in the centre of research attention to examine the effect of technology and internet adoption towards their survival (Mazhatul & Suraya, 2003; Shaharuddin et al., 2018; Sharifonnasabia et al., 2018). Travel agents' innovative behaviour were also being doubted. Travel agents were blamed to contributes to the non-popularity of dark tourism in Malaysia, by not effectively promotes the latter in their travel package (Salehuddin Mohd Zahari et al., 2016). Therefore, this research on the relationship between learning from the Internet and

innovative behaviour is significant to the body of knowledge and the practicality perspective.

Firstly, the research on the relationship between learning from the Internet and innovative behaviour contributes to the growing body of knowledge in social cognitive theory. According to social cognitive theory, the dynamic interaction between cognitive, behaviour and environment will determine the changes in behaviour (Bandura, 1986). Social cognitive theory has been widely used to examine the motivation of employees to learn expected behaviour through watching or reading from credible sources or models (Bandura, 1986). The expectation and the outcome of one behaviour are depending on the observation of others (LaRose and Eastin, 2004). This means behaviour modification will have occurred through learning in two settings: 1) formal setting such as classroom training, 2) informal settings that take place outside of a classroom setting, that includes the use of the Internet for communicating with others or to retrieve information online (Berg and Chyung, 2008). Studies in informal learning using the Internet have been done in many professional contexts (McCaw et al., 2007; Nández and Borrego, 2013; Thompson, 2011), but studies about informal learning of travel agents needs further empirical research attention. Despite its significance and potential to explain a wide range of workplace behaviours, a study of innovative behaviour as an outcome of learning through the Internet was underutilised. Thus, from the theoretical perspective, this research will be able to contribute to the research stream of online learning by explaining the potential of the Internet as a determinant of innovative behaviour.

Secondly, Social Cognitive theory emphasized on the traits of self-influence to motivate the process of behavioural change (Bandura,1991), which is known as self-efficacy. Self-efficacy is controlled by the employee's self self-judgment about their ability to do something. Self-efficacy influenced one decision to endure interest in activities at which they predict themselves to be self-efficacious and from which they desire satisfaction by mastering challenges (Bandura, 1991, pg. 258). Previous researchers reported that self-efficacy has influenced people's ethical behaviour as a result of involvement in interesting corporate social responsibilities (CSR) activity (Sukserm and Takahashi, 2012), in contrast the relationship between training and knowledge sharing behaviour was not mediated by self-efficacy (Brooke et al., 2017). Therefore, in this context of research, it is hoped that a study of creative self-efficacy will enlighten the role of self-efficacy as a mediator towards the relationship between learning from the Internet and innovative behaviour. Lack of evidence was found in the literature about the influence of creative self-efficacy towards employees' innovative behaviour in learning through the Internet.

Thirdly, this research also emphasis on the role of curiosity as a factor moderating the relationship between learning from the Internet and creative self-efficacy. Literature suggested that elements of curiosity are important to be creative (Dundon, 2002). Findings of this research will be able to explain that by learning through the Internet, the travel agents will have more curiosity to explore the information related to tourist destinations, hence will increase their perceived ability to be creative when designing attractive travel packages, hence providing better service to the tourists. To the best of the researcher's knowledge, no similar study examining the moderating factors (curiosity and technological support) and mediating factors

(creative self-efficacy) simultaneously has been published so far. Therefore, by exploring the role of creative self-efficacy, curiosity and technological support in the relationship between learning from the Internet and innovative behaviour will contribute to the body of knowledge in social cognitive theory.

From the practical point of view, understanding the process of how travel agents gain innovative behaviour through the utilization of the Internet at a workplace is timely. This research extends Hjalager (2010) work to further investigate the innovation in tourism. Gomezelj (2016) affirmed that the publication of innovation in tourism has no new studies so far. Since the emergence of the Internet that offers endless information about travel guides, attractive places, foods, accommodations, transport and travel activities were only seen to benefit the tourist (Law, Buhalis, and Cobanoglu, 2014; Sigala, 2011a), it denies the role of traditional travel agents (Hjalager, 2010). A report by Tourism Malaysia (2012) supported with the statistics that travel agents were the list preferred as a source of traveling guidance (Tourism Malaysia, 2012). This research studies on the utilization of the Internet tools such as search engine, Facebook, Twitter and e-mail, as a source to gain specific information on tourism destinations, making travel agents becoming more creative and innovative behaviour. The findings of this study will be able to explain the benefits of social media usage in fostering innovative behaviour to the travel agents specifically.

1.8 Scope of Study

The focal point of this study was on learning from the Internet via the usage of internet tools such as search engine, Facebook, Twitter and e-mail will have an impact

towards travel agents' innovative behaviour. Creative self-efficacy is hypothesized to mediate the relationship between learning from the Internet and innovative behaviour. Technological support and curiosity were hypothesized to moderate the relationship between learning from the Internet and innovative behaviour.

The scope of this study is confined to the employee of travel agencies in Malaysia which operates in Selangor and Kuala Lumpur. This criterion was made based on the fact that these states were recorded as the most frequently visited by tourists every year. Selangor were recorded as the highest number of tourist receipt in 2018, with a total of 13.2 billion followed by 10.2 billion from Kuala Lumpur (www.dosm.gov.my). Besides that, the International Airport of Kuala Lumpur resides elegantly in the Selangor state and Kuala Lumpur, the capital city of Malaysia, is a well-known tourist destination with easy access to transportation facilities, accommodations, and a variety of other attractions. The travel agencies in these states also offer trips to other states. Therefore, travel agencies in these states face more challenging responsibilities to meet the demands of tourists from all over the world. Furthermore, most of the travel agencies headquarters are located in Selangor and Kuala Lumpur. Thus, they may have a more formal and definitive job scope that is relevant to this study.

The targeted respondents are employees who is involved in Sales and Marketing department. The employees in the Sales and Marketing department were chosen because they are the core players in attracting tourists to the country. In this research, they will be regarded as travel agents.

1.9 Definition of Key Terms

This research provides some interpretations and definitions of terminologies used in this research to clarify understanding and are referred to in the discussion of hypothesis development and thesis findings.

Innovative behaviour

Innovative behaviour refers to a set of behaviour entails of the initiative to find the ideas until the execution of the ideas. It starts with a capability of the employee to explore new opportunities in their job, generates ideas to improve in their tasks, and then propose the ideas for management approval, and at the end materialize the ideas into beneficial outcome (de Jong and Hartog, 2010).

Internet

The Internet refers to the technology applications that are used as a communication tool and a source of information (Shu-Sheng, 2004).

Learning from the Internet

Learning from the Internet refers to the acquisition and collaboration of learning through the Internet application tools such as search engine, Facebook, Twitter and e-mail to search and retrieve information, to share and abreast with current updates.

Creative self-efficacy

Creative self-efficacy is a self-belief that one can function creatively to generate ideas to solve problems and making decision (Karwowski, 2012).

Curiosity

Curiosity is a motivational state of a feeling of desire to seek for new and more information, as well as knowledge and sensory experiences that motivate exploratory behaviours (Reio, Petrosko, Wiswell, and Thongsukmag, 2006).

Technological support

Technological support is defined as the degree to which an individual believes that infrastructure support such as the speed, the equipment and the facilities of internet are up to their expectations. Meanwhile, technical support is referring to the service of IT people to support the use of the Internet (Bhattacharjee and Hikmet, 2008).

Travel agents

Travel agents are the person who offers a traveling packages, provide information to the tourists, dealing with the demands from the tourists who seek information on places and activities (Ming Mak, 2015).

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter scholarly reviews works of previous researchers on innovation, innovative behaviour, learning from the Internet, technological support, curiosity and creative self-efficacy which are relevant to this study. The chapter starts with explanations on innovation, the contribution of innovation as a path to business growth locally and at the international level, the innovation of services industry, the innovation of tourism sector and innovative behaviour. Then, in the next section, this study elaborates on learning from the Internet as a proposed antecedent to innovative behaviour. Next, the study elaborates Bandura's Theory of Social Learning (1977) and Social Cognitive Theory (Bandura, 1986) as a supporting theory of this research. Further, gaps in the literature were justified. Following the illustrations of the conceptual framework of this research, the development of research hypotheses is further described. At the end of the chapter, this study lists all of the established hypotheses.

2.2 The Concept of Innovation

Innovation involves a change process in an organization that transforms a business operation from invention status to achieve commercialization status (Zenko and Mulej, 2011). The achievement of commercialization status is highly depending on the ability of employees to present original and outstanding creativity to an

organization (Bruton, 2010). A study on innovation, both in its practice within organization and academia has been debated more than a decade ago.

The term of innovation is varied according to the researchers' context. For instance, some of the researchers define innovation in general as "an activity whose aim is to develop, carry, react to, and modify ideas" (Van de Ven, 1986), while some refer to specific innovation like the implementation of an idea for a new product or service (Martins and Terblanche, 2003). The most common definition of innovation defined by Kanter (1988) has been referred by other researchers (i.e Carmeli, Meitar, and Weisberg, 2006; Kleysen and Street, 2001; Martins and Terblanche, 2003) is innovation as a multistage process that starts with a recognition of the problem, followed by the creation of ideas or solutions to the problem, next is promoting the idea by using model, concept or prototype of such innovation and finally implement the idea. Innovation ideas are inclusive of products, technologies and, or administrative procedures, and it should not necessarily novel and new to the world, as long as it is new, applicable and can be adopted for the benefits to the organization at any organizational level (West and Farr, 1990). McDermott and O'Connor (2002) argue innovation is an outcome of a new or combination of technologies.

From the definition, innovation consists of two spectrums that are process and outcome. The process is looking at the number of activities involved throughout the idea generation process; while outcome is seen through the new product, procedures, software, concept and so on (Quintane, Casselman, Reiche, and Nylund, 2011). Therefore, innovation consist of the continuous process of intention to create ideas,

promoting the ideas and used the ideas to solve organizational problem (Janssen et al., 2004; Kanter, 1988; Scott and Bruce, 1994).

Innovation consists of the number of activities involved throughout the idea generation process and the new product, procedures, software, concept and so on (Quintane, Casselman, Reiche, and Nylund, 2011). Typically innovation is categorized as either incremental or radical which are different from one another (McDermott and O'Connor, 2002). Radical product innovation refers to the introduction of new product, technologies or ideas in the existing market (McDermott and O'Connor, 2002). Incremental innovation refers to the extensions or changes that are not relatively new to the existing product or process (Dewar and Dutton, 1986; Ettlie, Bridges and O'Keefe, 1984 in McDermott and O'Connor, 2002). In summary, innovation is steps taken by individual to develop ideas for creating an ingenious outcome that benefits organization.

2.2.1 Innovation Contribution to Business Growth

Innovation is an essential engine for an organization's survival. During challenging times, an organization is expected to discover a new business venture to be different from its competitors (Hilmi et al., 2011). According to Hult, Hurley, and Knight (2004) innovation is used as a strategy to respond to a business crisis or as a proactive measurement to stay competitive. Organizations must innovate to transform its business to adopt and adapt to the everchanging markets (Rowley, Baregheh, and Sambrook, 2011). A study by Hilmi (2008) proved that employees behavioural innovativeness has positive significant influence on a firm's performance. Birkinshaw, Hamel, and Mol (2008) suggested that employees roles in the process of