Transport is one of the essential elements of tourism that takes tourist to the destination and providing methods of moving around within the destination area. Destination and overall tourist satisfaction has been a topic of significant researches in tourism field. A lot of previous studies examining the relationship between destination characteristics and then further investigated the connection of destination satisfaction to the destination revisit intention, destination loyalty, and other tourism metrics. On the other side, previous studies in scenic tourism shows that many researches have more interest in understanding the profile of the tourists and their travel motivation. However, these studies targeted only motor touring tourists and assessed tourist satisfaction to the specific scenic routes and facilities. Both of previous studies understand tourist overall satisfaction, however, these studies neglected to understand the influenced of driving for self-drive tourists especially the drivers that drive to the destination to the tourism activities and overall satisfaction.

It was frequently observed that private car share in the destination among domestic traveler in Malaysia is almost eighty percent during weekends and holidays. Severe congestion in the access and egress part to major tourism destinations will lead
to delay in arrivals. Such bad driving experiences predicted to have an effects to the tourist activities or overall satisfaction. Therefore, the objectives of this study are, 1) to identify the important driving satisfaction factors in highway, enroute to/from the destination and within the destination road segments, 2) to examine the effects of driving satisfaction to the tourism activities and overall satisfaction and to understand the driver behaviors and satisfaction toward the proposed model and 3) to propose a policy or strategies for roadway facilities and service improvement in Malaysia.

Two questionnaire surveys were conducted among Malaysian self-driving tourists. The first survey was conducted through online survey to the various government and private institutions, aiming to find the factors that are important for driving satisfaction to be included in the second survey. The survey was conducted in January 2015 and one hundred and three participants answered the survey sheet. The questionnaire outlined multi-component driving satisfaction such as speed, driving comfort, road safety infrastructure, low travel cost and beautiful natural surroundings. Chi square analysis was used to analyze 23 factors related to driving satisfaction among the three types of road segment: ‘on the highway’, ‘en route to/from the destination’ and ‘within the destination’. Then Mann-Whitney test conducted to understand the differences among the group of demographic profiles, car ownership and driving experiences, attitudes toward car and driving preferences.

The present finding outlines seven important driving satisfaction factors in highway and eight factors in the destination road segment to be further examined in second survey. The result revealed that these factors: - less traffic volume, less number of stop at intersection and driving at preferred speed (speed factor), experiencing beautiful natural and townscape along the route (beautiful natural and surrounding factor), quality of road surface and a good road design for safety (road safety infrastructure factor), a well-developed route network and good technical support during unforeseen situation and good traveler information services (driving comfort factor), availability of parking space and comfortable rest area and related services along the routes (roadside facilities factor) are most striking driving factors to be observed for Desaru self-drive tourists.

The second survey conducted at Desaru beach area, Johor, Malaysia from July to August 2015. The aim of this survey is to evaluate the relationship between driving satisfaction and tourism activities and overall tourist satisfaction in Desaru, one of tourism destination in Malaysia. Convenient sampling was used to select four hundreds qualified self-drive to answer the questionnaire survey. The target respondents mainly for the self-drive tourists that driving a car in the majority of road segments and also
performed tourism activities. The questionnaire design in this survey was divided into four sections, the respondents’ attitudes toward car and driving preferences, the driving satisfaction on highway and within the destination, the tourism activities satisfaction and the demographic background. A Structural Equation Model (SEM) was used to analyze the study hypotheses/ the relationship between driving satisfaction (on highways and within the destination road segment), tourism activities satisfaction, and overall satisfaction. This main target in this model is to examine the direct or indirect relationship of driving satisfaction to tourism activities and overall satisfaction.

The hypothesized model exhibited a good fit; based on the chi-squared statistics = 266.602, with 119 degrees of freedom, it displayed a statistically significant level of 0.00, and had RMSEA= 0.60, CFI= 0.93, TLI = 0.91, and NFI = 0.88. The standardize coefficients were used to determine the relationship existed among the construct and all the hypotheses. It was found that the overall driving satisfaction in highway and the destination road segments does not significantly influence overall tourist satisfaction in Desaru. The finding reflected consistent result from previous studies which indicated that for the short distance trip, traveler usually have neutral to positive driving behaviors. In addition, interesting result demonstrated that the highway overall satisfaction has significant influence to the tourism activities satisfaction. Rating on a good road design for safety have the greatest influenced for Senai Desaru Expressway overall satisfaction ($\phi = 0.88$). Moreover, the aspect of quality of road surface ($\phi =0.80$) and a good technical support during unforeseen situation ($\phi =0.79$) are both significant and positively related to driving satisfaction. It can be concluded that the greater the safety infrastructure on highway lead to the greater significant for highway overall satisfaction (HOS) in the case of Senai Desaru Expressway. However, in contrast the overall driving satisfaction (DOS) within the destination is not significantly effect to the tourism activities. However, the driving factors (driving at preferred speed ($\phi =0.73$), a good technical support during unforeseen situation ($\phi =0.62$), and well developed road network ($\phi =0.65$) in this road segment shows significant positive relationship to the overall in the destination driving satisfaction. This indicated that self-drive tourists are demanded to experience good road infrastructure within the destination which expected to enhance the driving speed. Total effects of HOS ($\phi = 167$) go on tourism activities is statistically significant at ($P = 0.008$) but the total effect to overall satisfaction ($\phi = -0.34$) was not statistical significant ($P = 0.40$).

The differences in SEM-path model satisfaction was then examined to a given set of driver behaviors (attitudes towards cars and driving preferences). Overall, it was
found that drivers are significantly different in satisfaction at each path model. A good road safety design (path H4) was critical driving satisfaction factor for tourism trips on highway for all drivers. Risky group of driver have larger driving satisfaction factors in order to achieve the driving satisfaction as well as tourism activities and overall satisfaction. Moreover, drivers that has less important attitude on car means independence and bad for environment have positive effect between driving on highway and satisfaction with tourism activities. Only drivers that feel green energy is important in their driving has negative effect between highway driving satisfaction and tourism activities. Drivers that have important feeling on driving is bad for environment, and adventurous seeking have negative effect between driving on destination and satisfaction to the tourism activities. Those drivers feel important in listening music while driving have positive effect between driving on destination and satisfaction to the tourism activities.

This study found that the existing transport tourism related policies indicated that the national government highly focus on the congestion or speed related management. Therefore, based on findings this study suggested that the national government should also highlighted the road safety infrastructure management in some conditions in order to improve the domestic tourism. Moreover, the differences in drivers background profiles, attitudes toward car and driving preferences also important input in further develop transport tourism related policies.

This study makes noteworthy contribution in enhancing our understanding of the driving satisfaction factors that important to increase that increase drivers driving satisfaction for the tourism trips. Speed, beautiful natural and surrounding, road safety infrastructure, driving comfort, and roadside facilities factors was emerged from the first survey as an important factor to be further investigated. This study understand that overall driving satisfaction on highway have significant effects to the tourism activities satisfaction compare to the overall tourist satisfaction. Generally, safety aspect of good road safety design (path H4) was critical factor for tourism trips especially on highway road segments to all drivers’ behaviours. Moreover, this study found that risky group of driver have larger driving satisfaction factors in order to achieve satisfaction. Current focus on existing transport tourism related policies highly targeted to reduce the congestion or speed related management. Therefore, consistent with study findings, it should be more proposal on the road safety infrastructure management in some destination in order to improve the tourism activities and overall tourist satisfaction by the Malaysia national government.

The results presented in this study may facilitate the improvements in the
transportation and tourism planning. In the future, further investigations into different tourism destinations and travel distances are needed to enhance our understanding of overall driving satisfaction to tourism activities and overall satisfaction.