UNIVERSITI SAINS MALAYSIA

UNIVERSITY RESEARCH GRANT FINAL REPORT
Geran Penyelidikan Universiti
Laporan Akhir

A.	**TITLE OF RESEARCH:** THE ANALYSIS OF URBAN TOURISM SYSTEM: EXAMPLES OF MALAYSIA URBAN CENTRES *Tajuk penyelidikan:*
B.	**PERSONAL PARTICULARS OF RESEARCHER** / *MAKLUMAT PENYELIDIK:*
(i)	**Name of Research Leader:** *Nama Ketua Penyelidik:* **Professor Badaruddin Mohamed**
	Name of Co-Researcher *Nama Penyelidik Bersama:* **Associate Professor Azizi Bahaudin** **Dr. Rahmat Azam**
(ii)	**School/Institute/Centre/Unit : SCHOOL OF HOUSING, BUILDING AND PLANNING** *Pusat Pengajian /Institut/Pusat/Unit :Pusat Pengajian Perumahan, Bangunan dan Perancangan*

C. **Research Platform (Please tick (/) the appropriate box):**
Pelantar Penyelidikan (Sila tanda (/) kotak berkenaan):

	A. Life Sciences *Sains Hayat*
	B. Fundamental *Fundamental*
	C. Engineering & Technology *Kejuruteraan & Teknologi*
/	**D. Social Transformation** *Transformasi Sosial*
	E. Information & Communications Technology (ICT) *Teknologi Maklumat & Komunikasi*
	F. Clinical Sciences *Sains Klinikal*
	G. Biomedical & Health Sciences *Bioperubatan Sains Kesihatan*

D.	**Duration of this research :** *Tempoh masa penyelidikan ini :* ***Duration :** 2 years and 8 months *Tempoh :* **From** : May 2008 **To** : December 2010 *Dari:* *Ke :*
E.	**ABSTRACT OF RESEARCH** (An abstract of between 100 and 200 words must be prepared in **Bahasa Malaysia and in English**. This abstract will be included in the Annual Report of the Research and Innovation Section at a later date as a means of presenting the project findings of the researcher/s to the University and the community at large) ***Abstrak Penyelidikan*** (Perlu disediakan di antara 100 - 200 perkataan di dalam **Bahasa Malaysia dan juga Bahasa Inggeris**. Abstrak ini akan dimuatkan dalam Laporan Tahunan Bahagian Penyelidikan & Inovasi sebagai satu cara untuk menyampaikan dapatan projek tuan/puan kepada pihak Universiti & masyarakat luar). Although many cities and towns in Malaysia are promoting with tourism, but they are facing great challenges to compete with other great urban destinations in Asia particularly like Bangkok, Singapore and Tokyo. How to be competent with those cities? What are the approaches to be a successful urban tourism destination? However, research on urban tourism in Malaysia is rarely conducted. This study requires a review of development policies at the federal and state level. Then, the existing tourism product is highlighted and evaluated through SWOT analysis. Meanwhile, to identify the characteristics of urban tourist, a comprehensive tourist survey was conducted in major cities like Kuala Lumpur, Melaka, Penang and Johor Bahru between November 2009 and February 2010. Using simple random sampling, 318 valid questionnaires were collected from 400 samples reflecting a response rate of 82%. Questions comprised on tourist profile, travel itinerary, evaluation of services, products, services and image that are available at destinations. Moreover, understanding the perception and involvement of major stakeholders in tourism development is very important. Hence, this study managed to analyze the stakeholder of George Town, Penang as the case study by exploring two main themes, perceptions of George Town and impact of tourism on George Town's WHS status. Within two weeks (December 6–20, 2009), a total of 196 survey forms were received as complete and useful for analysis by purposive sampling.

Walaupun kebanyakan pekan dan bandar di Malaysia dipromosikan dengan pelancongan, namun ia menghadapi cabaran besar untuk bersaing dengan destinasi bandar utama khususnya di Asia seperti Bangkok, Singapura dan Tokyo. Bagaimana untuk bersaing dengan bandar tersebut? Apakah pendekatan untuk menjadi sebuah bandar pelancongan yang berjaya? Bagaimanapun, kajian tentang pelancongan bandar di Malaysia amat kurang dijalankan. Kajian ini memerlukan semakan kepada polisi pembangunan di peringkat persekutuan dan negeri. Kemudian, fokus diberikan kepada produk pelancongan sedia ada melalui analisis SWOT. Manakala untuk mengetahui karakter pelancong bandar, satu kaji selidik pelancong yang komprehensif dijalankan di bandar-bandar utama seperti Kuala Lumpur, Melaka, Pulau Pinang dan Johor Bahru mulai November 2009 sehingga Februari 2010. Menggunakan persampelan rawak, 318 soal selidik dikumpulkan daripada 400 sampel dengan peratusan jawapan sebanyak 82%. Soalan terdiri daripada profil pelancong, jadual perjalanan, penilaian terhadap servis, produk dan imej yang terdapat di destinasi. Selain itu, pemahaman terhadap persepsi dan penglibatan pihak berkepentingan dalam pembangunan pelancongan adalah penting. Justeru, kajian telah mengkaji pihak berkepentingan di George Town sebagai kajian kes dengan mengeksplorasi dua tema utama iaitu persepsi terhadap George Town dan kesan pelancongan kepada status George Town sebagai Tapak Warisan Dunia. Dalam tempoh 2 minggu, sebanyak 196 borang lengkap diterima dan digunakan untuk analisa dengan menggunakan teknik persampelan terpilih.

F. SUMMARY OF RESEARCH FINDINGS

Ringkasan dapatan Projek Penyelidikan

Study has identified more than 20 tourism cities and towns in Malaysia. Although capital states and capital cities are very significant relate with business travel, but not all of them can be classified as a successful tourism city. Under the National Physical Plan (NPP), Pahang has been listed with eight tourism towns while Perak with seven under the NUP that make both states as the highest number of tourism town under the respective development plans. Nevertheless, the amount of tourism towns does not have directly affluence with greater number of tourist arrival.

Qualities of cities should comprise on high physical densities of structures, people, and functions; social and cultural heterogeneity; a multifunctional place for economic activities; great transportation networks and others.

Also, this study has determined the important elements for a successful tourism city that comprised on primary tourism product, supporting tourism products, image, internal and external accessibility, the role of local government, marketing and promotion besides understanding the demand and supply of urban tourism. All those characteristics are very significant in developing a quality urban tourism development like major towns and cities in Europe and United States.

Moreover, there are few challenges facing by urban areas to be a tourism destination which include the urbanization, planning and development of urban tourism, creation of strong image and efforts to sustain a city as a tourist destination. Based on that, few ideas in developing and managing urban tourism in Malaysia has been identified that comprising three main elements; planning, implementation and review or monitoring. The proposed methodology framework on urban tourism development highlights the significance and particular needs of urban tourism.
Meanwhile, findings on the perception of tourism stakeholder reveal that majority of the responder aware of George Town's status and think that such status would have a positive impact on local bu the conservation and restoration of heritage buildings, and on the general well-being of George To residents. Nevertheless, 52% of the respondents perceived that tourist activities could be a threat t heritage values of George Town. However, the level of involvement of the respondents in the plan development of tourism in George Town is low. Overall, only 50% of the respondents are satisfie present management of heritage and tourism in George Town. Also, study provides recommendati assist the Penang State Government in the monitoring, maintenance, management, protection, and conservation of George Town

Kajian telah mengenal pasti lebih daripada 20 buah bandar pelancongan di Malaysia. Walaupun ibu negara dan ibu negeri sangat signifikan dengan perjalanan berkaitan perniagaan, tetapi tidak semua bandar-bandar tersebut dapat dikategorikan sebagai bandar pelancongan yang berjaya. Di bawah Rancangan Fizikal Negara, Pahang disenaraikan mempunyai lapan buah bandar atau pekan pelancongan, manakala Negeri Perak mempunyai tujuh bandar atau pekan pelancongan yang menjadikan kedua-dua negeri itu sebagai negeri yang mempunyai paling banyak bilangan produk pelancongan bandar di bawah setiap pelan pembangunan tersebut. Bagaimanapun, bilangan bandar atau pekan pelancongan yang banyak tidak signifikan dalam meningkatkan jumlah kedatangan pelancong.

Antara kualiti yang perlu ada bagi sesebuah bandar merangkumi struktur kepadatan fizikal, penduduk, dan fungsi yang tinggi, kepelbagaian sosial dan budaya jaringan pengangkutan yang baik dan sebagainya. Kajian turut mengenal pasti elemen-elemen penting bagi pembangunan sesebuah bandar pelancongan berjaya yang merangkumi produk pelancongan utama, produk pelancongan sokongan, imej bandar, kemudahsampaian luaran dan dalaman, peranan kerajaan tempatan selain memahami aspek permintaan dan penawaran pelancongan bandar. Ciri-ciri ini dapat dilihat di bandar-bandar utama di Eropah dan Amerika Syarikat.

Selain itu, terdapat beberapa cabaran yang dihadapi oleh sesebuah bandar untuk menjadi sebuah destinasi pelancongan telah dikenal pasti. Antaranya adalah aspek urbanisasi, perancangan dan pembangunan pelancongan bandar, penciptaan imej yang kukuh di destinasi bandar dan usaha mengekalkan sesebuah bandar sebagai tarikan pelancong. Merujuk kepada isu-isu tersebut, beberapa idea untuk membangun dan menguruskan pelancongan bandar di Malaysia telah dikenal pasti melalui satu rangka kerja yang meliputi tiga komponen utama iaitu perancangan, perlaksanaan dan pemantauan atau penilaian.

Manakala, persepsi pemegang taruh pelancongan menunjukkan bahawa majoriti responden menyedari tentang status George Town dan berpendapat status itu mungkin mempunyai kesan positif kepada peniaga tempatan, pemuliharaan dan pemeliharaan bangunan warisan serta membawa kesejahteraan kepada penduduk di George Town. Walau bagaimanapun, 52% daripada responden juga berpendapat bahawa aktiviti pelancongan dapat menjadi ancaman kepada nilai-nilai warisan di George Town. Tetapi, tahap penglibatan penduduk dalam aktiviti perancangan dan pembangunan pelancongan di George Town adalah rendah. Keseluruhannnya, hanya 50% responden berpuas hati dengan pengurusan semasa warisan dan pelancongan di George Town. Selain itu, kajian turut menyediakan cadangan untuk membantu Kerajaan Negeri Pulau Pinang dalam aspek pemantauan, pengurusan, pemeliharaan dan pemuliharaan bandar George Town

G. **COMPREHENSIVE TECHNICAL REPORT**

Laporan Teknikal Lengkap

Applicants are required to prepare a comprehensive technical report explaining the project.
(This report must be attached separately)
Sila sediakan laporan teknikal lengkap yang menerangkan keseluruhan projek ini.
[Laporan ini mesti dikepilkan]

List the key words that reflectour research:

Senaraikan kata kunci yang mencerminkan penyelidikan anda:

English	Bahasa Malaysia
Urban tourism	Pelancongan bandar
Urban planning	Perancangan bandar
Urban image and identity	Imej dan identiti bandar
Town and cities	Pekan dan bandar

H.

a) Results/Benefits of this research
Hasil Penyelidikan

No. *Bil:*	Category/Number: *Kategori/ Bilangan:*	Promised	Achieved
1.	**Research Publications (Specify target journals)** *Penerbitan Penyelidikan (Nyatakan sasaran jurnal)*	4	12 ✓
2.	**Human Capital Development**		
	a. Ph. D Students	**0**	**0**
	b. Masters Students	**2**	**0**
	c. Undergraduates (Final Year Project)	**0**	**0**
	d. Research Officers	**0**	**2**
	e. Research Assisstants	**0**	**4**
	f. Other: Please specify	**NA**	**NA**
3.	**Patents** *Paten*	NA	NA
4.	**Specific / Potential Applications** *Spesifik/Potensi aplikasin*	1	NA
5.	**Networking & Linkages** *Jaringan & Jalinan*	7	10
6.	**Possible External Research Grants to be Acquired** *Jangkaan Geran Penyelidikan Luar Diperoleh*	2	0

- Kindly provide copies/evidence for Category 1 to 6.

b) Equipment used for this research.
Peralatan yang telah digunakan dalam penyelidikan ini.

Items *Perkara*	Approved Equipment	Approved Requested Equipment	Location
Specialized Equipment Peralatan khusus	Desktop imac [imac Desktop Intel Core duo 2.4 GHz (20")] Notebook ACER AMD turion, 2.2 Ghz Canon Digital Camera (DSLR)	Desktop imac [imac Desktop Intel Core duo 2.4 GHz (20")] Notebook ACER AMD turion, 2.2 Ghz Canon Digital Camera (DSLR)	
Facility Kemudahan			
Infrastructure Infrastruktur			

- Please attach appendix if necessary.

I. BUDGET / *BAJET*

Perbelanjaan :Expenditure

Project Account No.	: 1001 / PPBGN / 816030
Total Approved Budget	: RM 95, 537.00
Total Additional Budget	: RM 64, 919.08
Grand Total of Approved Budget	: RM 190,456.00

Yearly Budget Distributed

Year 1	: RM 95, 537.00
Year 2	: RM 84,943.49
Year 3	: RM 66,524.62

Additional Budget Approved

Year 1	: RM 0
Year 2	: RM 0
Year 3	: RM 64, 919.08

Total Expenditure	: RM 123,931.46 (as Disember 2010)
Balance	: RM 2242.28

- **Please attach final account statement from Treasury**

Signature of Researcher
Tandatangan Penyelidik

21 February 2011
Date
Tarikh

H.	**COMMENTS OF PTJ'S RESEARCH COMMITTEE** *KOMEN JAWATANKUASA PENYELIDIKAN PERINGKAT PTJ*

General Comments:
Ulasan Umum:

.....

.....

.....

.....

Profesor Madya Dr. Abu Hassan Abu Bakar
Pengerusi
Jawatankuasa Penyelidikan & Pembangunan
P.P. Perumahan, Bangunan dan Perancangan
Universiti Sains Malaysia

.....

Signature and Stamp of Chairperson of PTJ's Evaluation Committee
Tandatangan dan Cop Pengerusi Jawatankuasa Penilaian PTJ

Date : 28/3/2011
Tarikh : .....

Signature and Stamp of Dean/ Director of PTJ
Tandatangan dan Cop Dekan/ Pengarah PTJ

Date : 29/3/2011
Tarikh : .....

Profesor Ir. Dr. Mahyuddin Ramli
Dekan
P.P. Perumahan, Bangunan & Perancangan
Universiti Sains Malaysia
11800 Pulau Pinang

2011

1. **Badaruddin Mohamed,** Masitah Muhibudin, Santy Lusiani & Shida Irwana Omar. (2011). Perception of Stakeholders on the Designation of George Town, Penang as a World Heritage Site. *Kajian Malaysia.* (accepted for publication)

2010

1. **Badaruddin Mohamed**, Masitah Muhibudin, Santy Lusiani & Shida Irwana Omar. (2010). Perception of stakeholders on the designation of George Town as a World Heritage Site. *International Conference on Preservation and Promotion of Heritage.* 24-26 November 2010, Penang Malaysia.
2. Masitah Muhibudin, **Badaruddin Mohamed** & Gelareh Abooali. (2010). A Review on Urban Tourism Development in Malaysia. *Proceedings of Regional Conference on Tourism Research*, 13-14 December 2010, Penang, Malaysia. pp.205-211.
3. **Badaruddin Mohamed** and Masitah Muhibudin. (2010). International Tourist Movement in Malaysia: Kuala Lumpur as a Destination of Choice. *The 1st International Conference of Indigenous and Cultural Psychology,* 24-27 July 2010, Yogyakarta, Indonesia. p. 118.
4. **Badaruddin Mohamed**, Santy Lusiani, Shida Irwana Omar and Masitah Muhibudin. (2010). Stakeholders' Perceptions of a World Heritage Site: A Case Study of George Town, Penang. *National Conference on Preservation and Promotion of Heritage,* 24-26 November 2010, Penang, Malaysia.

2009

1. **Badaruddin Mohamed,** Azizi Bahauddin & Masitah Muhibudin (2009). Urban Tourism: An Overview of Multi City Trip Analysis. In R. B. Alampay, B. Chartrungruang, M. Mena, W. Thongma and J. Y. Zhou (Eds), *Proceeding Book of International Conference on Sustainable Tourism Management*, Chiang Mai, Thailand, 27–29 March 2009. ISBN 978-974-8444-72-7. (CD-ROM)
2. **Badaruddin Mohamed** & Masitah Muhibudin (2009). Challenges of Urban Tourism Development. In A. L. Abdullah, W. R. Ismail, C, N, Weng and T, Masron (Eds), *Proceedings of 2nd National Conference on Society, Space & Environment 2009: Towards Sustainable Heritage and Future*, Universiti Sains Malaysia, Penang, 2-3 June 2009. ISBN 978-983-42017-7-7
3. **Badaruddin Mohamed**, Shida Irwana Omar, Masitah Muhibudin & Nurhashikin Shamsuddin (2009). Measuring the Competitiveness of Malaysian Tourism Cities through Multi Dimensional Scaling Approach. In Y-H. Hwang (Ed), *Conference Proceedings of 15th Asia Pasific Tourism Association Annual Conference, Emerging Tourism & Hospitality Trends*, Incheon, Korea, 9-12 July 2009, p. 230-239. ISSN 2092-5557 (CD-ROM)
4. **Badaruddin Mohamed**, Shida Irwana Omar, Masitah Muhibudin & Abdul Ghapar Othman (2009). Analysing the Tourist Accommodation Evolution in an Urban Setting: the Case of Kuala Terengganu. In B. Mohamed and M. Sirat (Eds) *Proceedings of 2nd National Symposium on Tourism Research*, Penang, Malaysia, 18 July 2009, p. 174-180. ISBN 978-983-3986-63-7
5. **Badaruddin Mohamed**, Abdul Aziz Hussin, Masitah Muhibudin & Shida Irwana Omar (2009). Pembangunan Dasar dan Pelan Pelancongan di Malaysia: Ringkasan dan Penilaian. Dalam M. Z. Mat Kib, W. Kabul, A. K. Rosline dan S. Haron (Eds), *Prosiding Seminar Dasar Malaysia*, Kota Kinabalu, Sabah, 6-8 Oktober 2009, ms. 840-849. ISBN 978-967-305-415-2

2008

1. Azizi Bahauddin, Aldrin Abdullah & **Badaruddin Mohamed**. (2008). The Heritage Tourism of Georgetown, Penang – Setting the Right Tourism Culture. for a book entitled: "Global Cases in Hospitality Industry, edited by Vinnie Jauhari.
2. **Badaruddin Mohamed** & Masitah Muhibudin. (2008). Analysis of Tourist Expectation, Perception and Satisfaction on Urban Tourism Product. 2nd Asia-Euro Tourism, Hospitality & Gastronomy Conference (21-22 November 2008)
3. **Badaruddin Mohamed**, Masitah Muhibudin & Siti Nur Diyana Mohd Farid. (2008). The development of urban tourism product: A comparative study of major cities in Malaysia. National Symposium on Tourism Research (26 July 2008), Universiti Sains Malaysia, Penang.



2 November 2010

Dear Badaruddin Mohamed/Santy Lusiani/Shida Irwana Omar/Masitah Muhibudin,

INVITATION TO THE INTERNATIONAL CONFERENCE ON PRESERVATION AND PROMOTION OF HERITAGE

With reference to the above matter.

2. I am glad to inform that your abstract entitled "**Stakeholders' Perceptions of a World Heritage Site: A Case Study of George Town, Penang**" has been accepted by our panel of referees for oral presentation at the International Conference on Preservation and Promotion of Heritage, which is scheduled to be held on 24-26 November 2010 at the Parkroyal Penang Resort, Malaysia.

3. Please note that the conference fee is charged for each participant who will attend the conference and must be paid by 15th November to the conference secretariat.

4. Please do not hesitate to contact me or kindly visit our official website at http://www.usm.my/warisan2010/ should you require more information or encounter any problems.

5. Looking forward to seeing you at the conference.

Sincerely,

(DR. SAIDATULAKMAL MOHD)
Chairperson
International Conference on
Preservation and Promotion of Heritage

STAKEHOLDER PERCEPTIONS OF A WORLD HERITAGE SITE: THE CASE OF GEORGE TOWN, PENANG

Badaruddin Mohamed, Santy Lusiani, Shida Irwana Omar and Masitah Muhibudin

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Abstract

The inclusion of George Town, Penang, along with Malacca, in the UNESCO World Heritage List on July 7, 2008 has elevated Penang to international status in terms of cultural heritage tourism. This status is expected to draw more tourists to the area. George Town, with this designation, can expect more intense tourism development and activities than ever before. The impacts of tourism to the local community are inevitable. Questions inevitably arise, particularly on whether the locals are aware of the listing and whether they care about this important listing. This paper examines the perceptions of stakeholders on the inclusion of George Town in the World Heritage List. The study surveyed 196 respondents residing or operating businesses in the inner city of George Town. The findings reveal that the majority of the stakeholders are aware of the heritage site status of George Town. They believe that this status will benefit local businesses, and even the conservation and restoration of heritage buildings. Many agree that the restoration and conservation of heritage buildings are important in sustaining George Town's heritage status. Nevertheless, half of the respondents perceive that tourist activities could threaten the heritage values of George Town. Meanwhile, the level of stakeholder involvement in tourism planning and development is rather low. Only half of them are satisfied with the present management of heritage and tourism in George Town. This paper proposes three action points: (1) sustainable development strategies (2) improvements in the quality of public facilities, and (3) collaborative planning and providing assistance to the Penang State Government toward the better monitoring, maintenance, management, protection, and conservation of George Town.

Keywords: stakeholders, perceptions, George Town, World Heritage Site

Introduction

For George Town, the road towards becoming a World Heritage Site (WHS) began after it was nominated, along with Malacca, in the waiting list of UNESCO's World Heritage Center (WHC) in 1998. However, the dossiers submitted to WHC were rejected in 2004 because they failed to

fulfill the agency's requirements. To comply with the requirements, the ministry started improving the dossiers in 2005. The revised nomination dossiers were submitted in January 2007, and WHC certified the submission as complete in March 2008. Finally, in July 2008, George Town, along with Malacca, achieved a WHS status (The Star Online, 2008).

Most people are concerned about maintaining the WHS status of George Town. George Town's change in status inspired Penang's key tourism players to be optimistic about the future (Chua, 2010). However, with UNESCO's warning that Penang is in danger of losing its heritage status, the Penang State Government intends to take precise actions to preserve the status and promote the conservation of George Town. Ooi (2010, as cited in Chua, 2010) described a WHS status as a gift, and the exploration of ways to capitalize on this status should be conducted in a responsible (sustainable) and planned manner. The immediate need of Penang's tourism industry, generally, and George Town, specifically, is for the stakeholders to work together toward a common vision and mission: taking tourism in Penang to the next level.

The tourism industry in George Town involves numerous tourism stakeholders, including the residents and the accommodation (e.g., hotel, motel, hostel, and inn operators), transportation (e.g., transport rental operators), real estate (e.g., realtors, real estate agents, and brokers), travel and tour (e.g., travel agents, tour operators, and tour guides), and retail/service (e.g., money changers, souvenir shop owners, restaurant owners, and other business operators) sectors. These tourism stakeholders should be aware of the new status of George Town and how they can preserve such. They must understand the heritage values because this will enable them to attract visitors efficiently. The significance of a WHS status for tourism destinations and attractions is therefore an ideal subject in which stakeholders can evaluate the extent to which the tourism

industry understands the nature of heritage site attractions, as well as the management regimes that surround them (Hall and Piggin, 2002).

Tourism businesses, based on the tenets of the stakeholder theory, have roles as communicators of knowledge on the values of heritage sites. This study therefore aims to determine stakeholder perceptions in an attempt to gather insights on their level of understanding and their level of awareness of the WHS status of George Town.

Research Objectives

Determining the level of understanding and awareness of tourism stakeholders is of paramount importance. Hence, this research attempts to analyze the perceptions of major stakeholders on tourism development in George Town, Penang. Two main perception themes are explored:

1. Perceptions of stakeholders in George Town
2. Impact of the WHS designation on tourism activities in George Town

Stakeholder Perceptions of World Heritage Sites

One of the benefits of a WHS status is increased public awareness of the site and of its outstanding values (UNESCO World Heritage Centre, 2010e). Hence, the State Party's (or the government's) primary responsibility is to maintain the values for which the site was listed (Pedersen, 2002). Moreover, the planning and organizing programs should be governed by the principles of sustainable tourism.

According to Byrd, Bosley, and Dronberger (2008), "one key to sustainable development of tourism in a community is the inclusion of stakeholders. Without stakeholder support in the community, it is nearly impossible to develop tourism in a sustainable manner." Byrd (2007, as

cited in Nicholas, Thapa, and Yong, 2009) established an inextricable link between stakeholder theory and sustainable tourism development. Selin and Chavez (1995, as cited in Nicholas et al., 2009) explained that a stakeholder approach to tourism development is necessary because tourism has various aims, such as economic development, conservation, social justice, and protected area management.

Most tourism studies that discuss stakeholder involvement and collaboration tend to focus on general tourism planning. Very few studies have examined stakeholder perceptions and involvement in the context of WHS (Nicholas, Thapa, and Young, 2009). Communicating the WHS status to stakeholders within the area is important because these stakeholders are not always aware of the implications of this status. A heritage site is vulnerable to external influences, and it significantly deals with the challenges of having to accommodate the tourism market and satisfy stakeholder needs and wants. "A WHS status holds considerable promise for selected sites in terms of their economic and social growth, as well as their sustainability and development" (Levin, 2008).

Methodology

Six tourism stakeholder groups were selected for this research: (1) George Town residents; (2) accommodation sector (e.g., hotel, motel, hostel, and inn operators.); (3) transportation sector (e.g., transport rental operators.); (4) real estate sector (e.g., realtors, real estate agents, and brokers); (5) travel and tours sector (e.g., travel agents, tour operators, and tour guides); and (6) retail/service sector (e.g., money changers, souvenir shop owners, restaurant owners, and other business operators). A purposive sampling technique was used to select the respondents located within the George Town area. The study was conducted for two weeks

(December 6–20, 2009). Questionnaires were distributed, and a total of 196 survey forms were received as complete and useful for analysis. The received data were analyzed using the SPSS software.

Findings

Background of the Respondents

Table 1 shows the background and demographic profile of the respondents. Of the 196 respondents (aged 18–66 years), 58% are males and 41% are females. In terms of race, the sample is dominated by Malays (43%), Indians (30%), and Chinese (22%). In terms of educational background, almost half (47%) finished secondary education, one-third (31%) tertiary education, 12% primary education, and the rest (10%) have no formal education.

Table 1. Demographic Profile of Respondents

	Frequency	Percentage (%)
i. Gender		
Male	114	58
Female	80	41
No Answer	2	1
ii. Race		
Malay	84	43
Chinese	43	22
Indian	59	30
Others	10	5
No Answer	-	-
iii. Educational Background		
Primary Education	24	12
Secondary Education	92	47
Tertiary Education	61	31
No Formal Education	19	10
No Answer	-	-

N = 196

Source: Field Survey, George Town, 2009.

Stakeholder Perceptions of George Town, Penang

The majority (82%) of stakeholders are residents of George Town; less than one-fifth (18%) are outsiders. Asking on the awareness of the WHS status of George Town, more than two-thirds (69%) are aware that George Town has been listed as a World Heritage Site. Table 2 shows the perceptions of the respondents (tourism stakeholders in George Town). There were seven close-ended questions. Below is a summary (in percentages) of their perceptions.

Table 2. The Importance of World Heritage Site (WHS) status

"What does the WHS status mean to you?"	Yes	No	Not sure	Missing value
▪ Our cultural heritage is recognized as having international importance	63.3	8.2	9.7	18.9
▪ The status serves as a medium to show our cultural heritage	63.8	10.7	7.1	18.4
▪ The inclusion of George Town has contributed to the preservation of the site	48.5	8.2	25.5	17.9
▪ The inclusion of George Town in the WHS list strengthened the national policy on the protection of the site	46.9	10.7	24.5	17.9
▪ The status plays an important role in attracting more visitors to George Town	67.3	9.2	4.6	18.9
▪ This status has given positive impacts on the businesses in George Town	63.3	8.2	9.7	18.9
▪ The WHS listing would inspire positive changes in the city.	56.1	7.1	18.4	18.4
▪ This status has improved the general well being of George Town	61.7	8.7	11.7	17.9

Findings indicate that a majority (67.3%) of tourism stakeholders in George Town, Penang agree that "the status plays an important role in attracting more visitors to George Town," making this reason the most important among those cited. Meanwhile, only 46.9% agree that, "the inclusion of George Town in the WHS list strengthens the national policy on the protection of the site," making this the least important reason among those cited. Tourism

stakeholders also believe that George Town's WHS status will attract more visitors, given that such status catches international attention. They believe that the status could help them preserve the cultural heritage of the place and create a positive impression in the market, which will ultimately improve business performance in George Town.

George Town, Penang achieved a WHS status because of the "outstanding universal value" of its properties. The buildings comprise the site's "cultural heritage", and they must be preserved. Hence, those buildings must be restored and conserved. Tourism stakeholders are actually aware of this necessity because their rating of the condition of the heritage buildings is consistent with the recent survey of International Committee on Monuments and Sites (ICOMOS). We note that 32% of the stakeholders' claim that the heritage buildings are in "good" condition, whereas the visual survey conducted by ICOMOS shows that only about 40% of the buildings are in good condition. ICOMOS (2008) recommended that a more detailed assessment of building conditions be conducted. It also expressed that the conservation works carried out by the government and the private sectors are in the right direction.

Moreover, findings show that tourism stakeholders in George Town, Penang are "aware" of the condition of the heritage buildings, and they could become excellent partners in the restoration and conservation of the heritage buildings. There are almost an equal number of respondents who think that the condition of the heritage buildings in George Town is moderately good (35%) and good (32%). More than one-fourth (27%) rate it as bad and only 5% rate it as very good. A significant proportion (74%) of stakeholders believe that the restoration and conservation of heritage buildings in George Town is important, whereas less than one-fourth (23%) agree that it is extremely important.

Table 3. Stakeholder perception of the importance of the restoration and conservation of heritage buildings in George Town.

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Missing value
▪ This is my own property, so I have to maintain it accordingly.	2	4	44	41	8	1
▪ The government should provide incentives to encourage the restoration of historic buildings.	2	5	16	59	17	1
▪ The restoration and conservation of the heritage buildings is very important in sustaining George Town's WHS status.	2	3	20	49	26	0.5

Table 3 indicates that tourism stakeholders prefer that, instead of maintaining the site on its own, the government should provide incentives for the restoration of historic buildings. Most agree that the restoration and conservation of the buildings will sustain George Town's WHS status. They are sure that that the government should spend more on heritage conservation efforts.

According to ICOMOS (2008), 45% of the properties in George Town are owned by the government, whereas 55% are privately owned. Private owners include individuals, corporations, trusteeships (e.g., *kongsi*, Chinese clan associations and trade guilds), and religious or philanthropic groups. ICOMOS already set out protection systems, which involve legal protection (at the national, state, and/or local levels), traditional protection, and regular evaluation of the effectiveness of these protection measures. The legal protection instruments are currently implemented and the tourism stakeholders, based on the perceptions above, should refer to the Local Government Act (1976) and the National Heritage Act (2005), two of the four national legal instruments that cover heritage sites and the role of local governments in protecting these sites. These two acts also relate with the research finding that the tourism

stakeholders are not sure whether George Town's WHS status has strengthened the state policy on protecting the site. Both policies serve as "warranties" to property owners who are also tourism stakeholders.

Impact of the WHS designation on tourism activities

Table 4 shows stakeholder perceptions on the impact of the WHS designation on tourism activities in George Town. There were four close-ended questions. The results are shown below.

Table 4. Tourism activities regarded as threats to the world heritage values of George Town.

	Frequency	Percentages (%)
Yes	101	52
No	22	11
Not Sure	71	36
No Answer	2	1

The stakeholders believe that tourism will benefit George Town, although more than half (52%) claim that tourism activities can threaten the world heritage values of George Town. The benefits they expect are in terms of economic gains, development (vis-à-vis restoration and conservation), and prestige.

Table 5. Stakeholder perceptions on the impacts of tourism in George Town

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Missing value
In recent years, my community has become overcrowded because of tourists	2.6	16.3	51. 0	26.6	4.1	.5
I am happy and proud to see tourists coming to see what my community has to offer	2.0	3.6	14.8	52.6	26.5	.5
The quality of public services in	3.1	23.5	35.7	30.6	6.6	.5

my community has improved due to tourism						
Tourism results in more litter in this area	2.0	24.5	38.3	32.7	2.0	.5
Increasing the number of tourist to a community improves the local community	2.0	7.1	9.2	48.0	33.2	.5
I would personally benefit from tourism in my community	1.0	10.7	26.0	33.2	28.1	1.0
Tourism development improves the appearance of George Town	2.6	4.1	20.9	48.5	23.5	.5
Tourism development increases the traffic problems of George Town	4.6	17.3	39.3	30.1	8.2	.5
Tourism encourages a variety of cultural activities by local residents	1.5	9.2	20.4	42.3	26.0	.5
Tourism helps preserve the cultural identity of my community	2.6	8.2	20.9	40.8	27.0	.5
Tourism improves understanding of my community and culture	3.1	8.2	19.4	42.3	26.0	1.0
I support tourism having a vital role in this community	2.0	7.1	20.9	37.8	31.6	.5

In terms of stakeholder participation or involvement in tourism planning and development, a significant number (69%) of stakeholders claim that they do not participate or get involved in tourism planning and development, and less than one-third (30%) are involved. It shows that so far, tourism stakeholders are not involved in the tourism planning and development of George Town. Meanwhile, only half of them are satisfied with the management of heritage and tourism in George Town when half of the stakeholders (50%) are satisfied with the present management, whereas 40% are not sure.

The stakeholders strongly agree that tourism will bring business and job opportunities for local communities (economic gains). They also agree that tourism will improve the appearance of George Town, particularly in relation to the restoration and conservation of the heritage

buildings (development). They are also proud to show what George Town has to offer to the international community (prestige). Many disagree that tourism causes more garbage and traffic problems.

The only negative sentiment on tourism activities in George Town is on the perception that the quality of public services has not yet changed. This may be related to perceptions on the provision of government incentives for heritage conservation. They believe that public service perceptions will improve if the government will provide more incentives and support. This, in turn, will lead to improvements in the appearance and condition of the heritage buildings.

Conclusion

Stakeholder perceptions of George Town, Penang

The majority of tourism stakeholders are residents of George Town; hence, 70% of them are aware that George Town is a WHS. There are top five perceptions on the WHS status of George Town (from the most important to the least important):

1. The WHS status plays an important role in attracting more visitors to George Town.
2. The WHS status serves as a medium to exhibit George Town's cultural heritage.
3. George Town's cultural heritage is recognized as having international importance.
4. The WHS status benefits businesses in George Town.
5. The inclusion of George Town in the WHS list strengthened the national policy on the protection of the site.

Tourism stakeholders believe that George Town's WHS status increases the number of visitors; the status catches international attention. The WHS status also serves as a medium in

promoting the cultural heritage of George Town, creating positive impressions in the market. This will eventually increase business opportunities in George Town.

The stakeholders also believe that the restoration and conservation of the heritage buildings in George Town is an important issue. Moreover, they are aware of the condition of the heritage buildings, and they could become excellent partners in the restoration and conservation of these buildings. Tourism stakeholders prefer that the government, instead of maintaining the site on its own, provide more incentives for the restoration of the historic buildings. Most of them agree that the restoration and conservation of the buildings will keep George Town in the WHS list, and that the government should spend more on heritage conservation efforts.

Impact of the World Heritage Site designation on tourism activities

The stakeholders believe that tourism will benefit George Town, although half of them state that tourism activities can threaten the world heritage values of George Town. Benefits are expected in the terms of economic gains, development, and prestige. The only negative sentiment regarding tourism in George Town is the public perception that the quality of public services has not yet improved. The results also show that the tourism stakeholders are not involved in tourism planning and development, and only half of them are satisfied with the management of heritage and tourism in George Town.

Recommendations

The conclusions revolve around three primary issues:

i. The WHS designation of George Town, Penang promotes the flourishing of economic activities. However, these economic activities, when left unchecked, may threaten the future of George Town as a heritage site.

ii. There is a need to address the quality of public facilities in George Town.

iii. There is a need to address the non-involvement of tourism stakeholders in the tourism planning and development of George Town, Penang.

Based on these key issues, the following recommendations are advanced:

1. **Sustainable development strategy as a priority**

The classic community tourism cycle of Pendersen (2002) explains that at the early stage, the local people are mostly concerned about generating their own businesses and keeping the revenues all to themselves. This often leads to the development of facilities based on "what tourists want to see in the community," resulting in massive development projects that are implemented without regard for regulations. This also leads to money flowing out of the local economy because most business owners are from the outside.

It is then necessary to develop a tourism sector that enhances rather than threatens the local heritage by taking off from the sentiments and aspirations of the local people. For instance, the tourism stakeholders in George Town are mostly residents; hence, they should be encouraged to invest more and promote entrepreneurship. They should also strengthen their skills through trainings and awareness-raising programs.

2. **Improve the quality of public facilities**

The competition, dubbed "Marking George Town a World Heritage Site," conducted recently by the state government, Penang Municipal Council, George Town World Heritage Office, and Malaysian Institute of Architects (PAM) Northern Chapter is an effective way of improving the quality of public facilities in the heritage zone, giving them distinct and tangible identity.

The government should consider the following when improving public facilities:

- Public facilities should be useful for both the community (residents) and tourists.
- Public facilities are considered important historical elements of the WHS.
- The preservation of public facilities should enhance the value of the WHS and be suitable to people's needs and enjoyment.
- The design of public facilities should be easy in terms of maintenance, and such facilities should be regularly checked for maintenance issues.

3. **Collaborative Planning**

Gunton, Peter, and Day (2006) discussed the concept of collaborative planning. Different terms are used to describe various kinds of collaborative planning: partnerships (Moote et al., 1997; Selin and Chavez, 1993; Wondolleck and Yaffee, 1994), mediation (Susskind et al., 2000), community-based planning (Moote et al., 2000), consensus building (Innis and Booher, 1999), shared decision-making (Gunton and Day, 2003), and co-management (Rao and Geisler, 1990). A central feature in

these collaborative models is the engagement of stakeholders in the development of plans (Conley and Moote, 2003; Gunton and Day, 2003; Selin and Chavez, 1995).

Collaborative planning engages stakeholders in the development of plans through consensus-based negotiations. Stakeholders become responsible in preparing and implementing plans in groups that represent all relevant interests, and use consensus-based negotiation in reaching agreements. This kind of planning usually requires

- facilitator/s;
- interest-based negotiation techniques;
- consensus rules for agreement; and
- joint fact-finding teams that will develop plans, which are then recommended to statutory agencies that retain final approving authority.

According to Gunton et al. (2006), the key advantages of collaborative planning includes

- the increased likelihood of developing a plan that is in the public interest because it incorporates the interests of all affected parties;
- the increased likelihood of implementation because all affected interests support the plan; and
- the generation of "social capital," such as improved stakeholder relations and knowledge, which provide long-term benefits to society.

However, collaborative planning is also limited by

- its limited applicability only to cases where all relevant stakeholders are motivated to participate and/or management agencies are willing to delegate power;
- high costs in terms of resources, including time;
- inequality in power sharing that may give certain stakeholders an unfair advantage;
- propensity to develop "second best" or vague outcomes to achieve consensus; and
- lack of an underlying theoretical foundation.

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DASAR MALAYSIA



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Prosiding ini diterbitkan atas kefahaman para penulis yang bertanggungjawab sepenuhnya terhadap tulisan dan pendapat-pendapat yang dinyatakan di dalam teks ini. Penerbitan ini juga tidak semestinya menunjukkan bahawa kenyataan dan pendapat tersebut adalah pandangan penerbit. Sesungguhnya segala usaha telah dibuat untuk memastikan kenyataan yang ditulis adalah benar dan tepat. Oleh yang demikian, tiada tanggungan atau pertanggungjawaban ke atas pihak penulis atau penerbit.

Pembangunan Dasar dan Pelan Pelancongan di Malaysia: Ringkasan dan Penilaian 840
Badaruddin Mohamed, Abdul Aziz Hussin, Masitah Muhibudin , Shida Irwana Omar

Implementation of CRM in the Hospitality Industry: Constraints and Challenges 850
Sher Akbar, Ahmad Puad Mat Som

Tourism Policy in Non-Formal and Travel-Related Education 858
Ahmad Puad Mat Som, Alhilal Furqan

The Application of Tourism Area Life Cycle (TALC) Model: A Case of Lombok Island, Indonesia 865
Alhilal Furqan, Ahmad Puad Mat Som

Dasar Wanita Negara dan Kebajikan Keluarga 878
Fatimah Abdullah

Dasar Wanita Negara: Peranan NGO dalam Memartabatkan Wanita Masa Kini 893
Nor Fazilah binti Abdul Hamid, Nor Azilah binti Ahmad, Siti Rohana binti Omar, Nooraini binti Sulaiman

Lantikan Wanita Sebagai Penentu Dasar : Satu Penilaian Menurut Perspektif *Al-Siyasah Al-Syariyyah* 910
Nabilah Yusof

Konsep Wanita Bugis-Makassa tentang Penegakan Sirik dalam Sastra Lisan "I Marabintang" 926
Mustafa

Dasar Sosial Negara dalam Membendung Masalah Sosial Remaja 946
Zakiyah Jamaluddin

Peruntukan *Gender* dalam Undang-Undang Keluarga Islam: Analisa Enakmen Undang Undang Keluarga Islam Negeri Kelantan [N0. 6/2002] 960
Noor Awang Hama, Zulkarnaian Yusof

Dasar Ekonomi Baru (DEB): Masalah dan Cabaran dalam Pembasmian Kemiskinan 977
Rusniyati Mahiyaddin, Sharliana Che Ani

PEMBANGUNAN DASAR DAN PELAN PELANCONGAN DI MALAYSIA: RINGKASAN DAN PENILAIAN

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Masitah Muhibudin
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ABSTRAK

Pelancongan merupakan satu sektor utama yang boleh meletakkan nama Malaysia lebih dikenali di peta dunia. Persaingan dari segi penawaran produk dan pakej aktiviti pelancongan dilihat sebagai salah satu aspek penting untuk menarik lebih ramai pelancong khususnya pelancong dari benua asia untuk bercuti ke Malaysia berbanding negara-negara lain. Justeru, kerajaan telah memberi penekanan kepada strategi seperti perlaksanaan program dan aktiviti khusus, penyediaan infrastruktur, kemudahan pelancongan dan sebagainya di peringkat dasar bagi memastikan Malaysia dapat bersaing dengan negara serantau khususnya Thailand dan Singapura. Kertas kerja ini memberi fokus kepada aplikasi dasar pelancongan di Malaysia dalam memajukan sektor pelancongan negara. Turut dibincangkan adalah isu-isu penting dan konflik yang wujud dalam melaksanakan dasar-dasar tersebut. Rumusan daripada penemuan penting kertas kerja ini diharap dapat dijadikan rujukan untuk menilai tentang faktor-faktor penting yang perlu dipertingkatkan, diubahsuai atau dipinda demi memajukan dan meningkatkan lagi mutu pembangunan pelancongan di Malaysia.

PENGENALAN

Pelancongan merupakan satu sektor utama yang boleh meletakkan nama Malaysia lebih dikenali di peta dunia. Persaingan dari segi penawaran produk dan pakej aktiviti pelancongan dilihat sebagai salah satu aspek penting untuk menarik lebih ramai pelancong khususnya pelancong dari benua asia untuk bercuti ke Malaysia berbanding negara-negara lain. Justeru, kerajaan telah memberi penekanan kepada strategi seperti perlaksanaan program dan aktiviti khusus, penyediaan infrastruktur, kemudahan pelancongan dan sebagainya di peringkat dasar bagi memastikan Malaysia dapat bersaing dengan negara serantau khususnya Thailand dan Singapura. Kertas kerja ini memberi fokus kepada aplikasi dasar pelancongan di Malaysia dalam memajukan sektor pelancongan negara. Turut dibincangkan adalah isu-isu penting dan konflik yang wujud dalam melaksanakan dasar-dasar tersebut. Rumusan daripada penemuan penting kertas kerja ini diharap dapat dijadikan rujukan untuk menilai tentang faktor-faktor penting yang perlu dipertingkatkan, diubahsuai atau dipinda demi memajukan dan meningkatkan lagi mutu pembangunan pelancongan di Malaysia.

Kata kunci: *pelancongan, dasar, isu, aplikasi*

PENDAHULUAN

Malaysia merupakan sebuah negara yang mempunyai pelbagai daya tarikan sebagai sebuah destinasi pelancongan bertaraf global. Ia merangkumi kepelbagaian sumber alam semulajadi, budaya, seni dan warisan, kestabilan politik dan sebagainya. Sehingga kini, terdapat banyak kemajuan dan kepesatan pembangunan dalam pelbagai bidang telah dicapai dan dilaksanakan menerusi pelan-pelan pembangunan strategik termasuk sektor pelancongan. Justeru dapat disimpulkan bahawa semua pelan pembangunan di Malaysia dilihat menyediakan satu bahagian khusus untuk sektor pelancongan. Sebagai contoh, Pelan Struktur Kuala Lumpur 2020 telah menggariskan dasar dan cadangan untuk memacu pembangunan Kuala Lumpur ke arah mencapai status 'Bandar Bertaraf Dunia'. Pelan ini merangkumi aspek pembangunan tanah, reka bentuk bandar, lanskap, penyediaan infrastruktur dan kemudahan pelancongan dan sebagainya.

Aktiviti pelancongan semakin berkembang berdasarkan kepada beberapa faktor seperti kemajuan sistem pengangkutan untuk kemudahan perjalanan, perkembangan bidang informasi teknologi komunikasi untuk capaian maklumat tentang pelancongan sekaligus mengalakkan aktiviti melancong selain kesan globalisasi (Ivanovic, 2008). Malah, menurut Geoldner dan Ritchie (2006), penyediaan kemudahan seperti lapangan terbang, jalan raya, landasan, tempat letak kereta, restoren, pusat beli-belah dan sebagainya merupakan elemen utama untuk menyokong aktiviti-aktiviti pelancongan.

Perkhidmatan dan memainkan peranan yang lebih penting dalam merangsang pertumbuhan ekonomi dengan kesan penggandaan tinggi (Unit Perancang Ekonomi, 2009 dan Rancangan Malaysia ke 9 -- 2006-2010). Menyedari kepentingan sektor pelancongan kepada negara, kertas kerja ini akan membincangkan tentang penghasilan dan aplikasi pelan pembangunan serta dasar yang telah diperkenalkan oleh kerajaan. Turut dibincangkan adalah isu-isu penting yang wujud dalam melaksanakan dasar-dasar dan pelan pembangunan tersebut.

RANCANGAN PEMBANGUNAN PELANCONGAN NEGARA

Coccossis (2008) ada menyatakan bahawa pelancongan adalah satu fenomena kompleks yang membentuk dan dibentuk oleh pelbagai faktor sama ada oleh alam semulajadi, kebudayaan, ekonomi dan sosial sesuatu tempat. Justeru, adalah menjadi satu keperluan perancangan untuk membangunkan sektor ini secara lestari (Coccossis, 2008) menerusi proses perancangan, pembangunan, pemantauan dan penilaian yang sistematik. Menurut Goeldner dan Ritchie (2006), definisi dasar pelancongan merangkumi satu set peraturan, garispanduan dan objektif pembangunan atau promosi yang yang disediakan di dalam satu rangka kerja yang memberi kesan kepada umum serta individu untuk jangka masa panjang juga kepada aktiviti harian. Manakala pelan struktur pula menyediakan rangka kerja fizikal pembangunan berdasarkan jenis dan lokasi pembangunan (WTO, 1994).

Secara umumnya, Goeldner dan Ritchie (2006) menyatakan bahawa sesuatu dasar pelancongan yang dirangka pada peringkat kebangsaan untuk sesuatu destinasi pelancongan perlu mengambil kira aspek-aspek berikut:

1. Pembangunan sosio ekonomi
2. Jenis destinasi pelancongan

3. Cukai- jenis dan peringkat
4. Sumber kewangan untuk sektor pelancongan
5. Hala tuju pembangunan produk serta penyelenggaraan
6. Laluan pengangkutan dan infrasaturktur
7. Perundangan
8. Pengurusan dan pengawalan alam sekitar
9. Imej industri,
10. Penglibatan komuniti
11. Pembekalan sumber manusia dan buruh
12. Kesatuan dan undang-undang buruh
13. Teknologi
14. Amalan pemasaran
15. Peraturan perjalanan asing

Aspek-aspek yang dinyatakan di atas adalah penting untuk diambilkira dalam penggubalan dan perancangan dasar pelancongan. Di Malaysia, terdapat beberapa pelan dan dasar pelancongan yang telah digubal dan dilaksanakan seperti Pelan Induk Pelancongan Malaysia (1975), Kajian Dasar Pelancongan Kebangsaan (1992), Pelan Pelancongan Kebangsaan (1995-2010), Pelan Ekopelancongan Kebangsaan (1996), Pelan Induk Pelancongan Desa Kebangsaan (2001), Kajian Dasar Pelancongan Kebangsaan Kedua (2003-2010) dan Dasar Pelancongan di bawah Rancangan Fizikal Negara dan Rancangan Malaysia Ke-9. Jadual 1 menunjukkan senarai pelan pembangunan dan dasar pelancongan di Malaysia mengikut rancangan pembangunan negara.

JADUAL 1:
Senarai Pelan Pembangunan dan Dasar Pelancongan di Malaysia Mengikut Rancangan Pembangunan Negara

Rancangan Pembangunan Negara	**Pelan Pembangunan**	**Dasar Pelancongan**
RMK3	Pelan Induk Pelancongan Kebangsaan 1975	-
RMK6	-	Kajian Dasar Pelancongan Kebangsaan 1992
RMK 7	Pelan Eko Pelancongan Kebangsaan (1996)	-
RMK8, 9	Pelan Induk Pelancongan Luar Bandar (2001)	Dasar Pelancongan Kebangsaan Kedua (2003 – 2010)
RMK8, 9	Rancangan Fizikal Negara	Diperincikan dalam setiap pelan pembangunan
RMK9	Koridor Ekonomi Wilayah Utara	
	Koridor Ekonomi Wilayah Timur	
	Wilayah Ekonomi Johor Selatan	
	Koridor Pembangunan Sabah	
	Koridor Tenaga Diperbaharui Sarawak	

Pelan Induk Pelancongan Malaysia 1975

Pelan Induk Pelancongan Malaysia 1975 dilihat sebagai antara inisiatif terawal oleh Kerajaan Malaysia untuk membangunkan sektor ini. Pelan ini telah menggariskan beberapa objektif seperti menyenaraikan beberapa program pembangunan pelancongan untuk menggunakan sepenuhnya daya tarikan semulajadi, potensi dan ciri-ciri sosial yang dimiliki kerana ia mempunyai hubung kait dengan keperluan pelancongan domestik, wilayah dan antabangsa. Selain itu, pelan ini bertujuan untuk menyediakan asas untuk Malaysia membangunkan potensi pelancongan secara sistematik dan seimbang di dalam rangka kerja Pelan Pembangunan Negara dan Dasar Ekonomi Baru. Tumpuan turut diberi kepada penyediaan potensi pekerjaan dan pendapatan kepada kawasan-kawasan terpilih. Pelan ini mencadangkan lapan wilayah pelancong di Semenanjung Malaysia dan masing-masing satu di Sabah dan Sarawak. Antara wilayah tersebut adalah Pulau Pinang-Langkawi, Perak, Kuala Lumpur-Melaka, Johor, Kuantan, Kota Bharu- Terengganu, Kuching, Bintulu-Miri dan Kota Kinabalu. Menurut Azizan, Ahmad Puad dan Jamil (2009), pelan ini merupakan satu strategi untuk mengagihkan faedah ekonomi ke seluruh negara.

Kajian Dasar Pelancongan Kebangsaan 1992

Dalam Laporan Rancangan Malaysia ke 7 (1996-2000) ada menyatakan bahawa Dasar Pelancongan Kebangsaan (1991-2000) yang menyediakan polisi dan strategi khusus untuk jangka masa panjang telah dilaksanakan. Walau bagaimanapun, timbul persoalan tentang status perlaksanaan dasar ini. Kenyataan ini disokong dengan hasil kajian yang dijalankan oleh Amran (2006) yang menyatakan bahawa kajian ini masih diperingkat penilaian iaitu setelah 15 tahun kajian tersebut dijalankan. Namun, objektif kajian tersebut masih boleh digunakan sebagai asas panduan untuk pembangunan sektor pelancongan kerana ia merangkumi beberapa aspek-aspek penting (Amran, 2006).

Menurut Badaruddin dan Nikmatul (2007:13-14), antara objektif yang terkandung dalam Dasar Pelancongan Kebangsaan adalah:

- Mengutamakan pelancongan lestari
- Mewujudkan pelancongan yang berkualiti dengan menumpukan usaha untuk meningkatkan perbelanjaan dan juga tempoh masa persinggahan pelancong
- Memaksimumkan faedah-faedah sosio ekonomi
- Meminimumkan kesan-kesan negatif
- Menghasilkan produk-produk pelancongan yang:tidak bergantung kepada segmen pelancongan tertentu, menawarkan pengalaman yang unik, imej tarikan yang jelas serta menempatkan Malaysia sejajar dengan destinasi-destinasi lain di ASEAN dari segi kualiti, kepuasan penunjung dan sebagainya

Kerajaan juga telah menggunakan pendekatan perundangan dalam merealisasikan dasar di atas, iaitu dengan wujudnya Akta Industri Pelancongan 1992 (untuk mengadakan peruntukan mengenai pelesenan dan pengawalseliaan pengusahaan pelancongan dan mengenai perkara-perkara yang berkaitan dengannya) dan Akta Lembaga Penggalakan Pelancongan Malaysia 1992 (bagi menwujudkan Lembaga Penggalakan Pelancongan Malaysia).

Pelan Pelancongan Kebangsaan (1995-2010)

Seterusnya pembangunan pelancongan di Malaysia dilihat semakin rancak set... terhasilnya satu Pelan Pelancongan Kebangsaan yang dirangka untuk tahun ... sehingga tahun 2010. Pelan ini dihasilkan di bawah Rancangan Malaysia ke 6 (19... 1995) untuk menyediakan dasar-dasar dan strategi-strategi jangka panjang ya... khusus bagi memastikan bahawa pembangunan sektor ini dapat dijalankan sec... bersepadu. Dasar dan strategi tersebut memberi tumpuan terhadap usa... membangunkan sektor ini secara cekap, mempertingkatkan kualiti hidup pendu... tempatan serta mengurangkan kesan-kesan buruk ke atas sosio-budaya dan al... sekitar. Pihak kerajaan dilihat telah memperkukuhkan pelaksanaan sebahagian da... ini melalui instrumen undang-undang iaitu dengan kewujudan Akta Pelese... Kenderaan Pelancongan 1999.

Selain itu, kajian Pengemaskinian Dasar Pelancongan Negara, juga te... dijalankan pada tahun 1999 oleh kumpulan penyelidik dari Universiti Utara Malay... Bagaimanapun, menurut Menteri Pelancongan Datuk Seri Dr Ng Yen Yen, Pe... Pelancongan Kebangsaan 1995-2010 akan tamat tempoh pelaksanaannya akhir ta... 2010. Sehubungan itu, kerajaan akan merangka satu Pelan Tindakan Pelancon... Kebangsaan yang baru (Bernama, 16 Jun 2009).

Pelan Ekopelancongan Kebangsaan (1996)

Menurut Amran (2006), Pelan Ekopelancongan Kebangsaan telah dirumuskan ba... memulihara alam semulajadi serta warisan kebudayaan negara Malaysia. Pelan ... dirangka berdasarkan kepada perkembangannya yang pesat jika dibandingkan deng... jenis pelancongan lain di Malaysia (Pelan Ekopelancongan Kebangsaan, 199... Objektif utama Pelan Ekopelancongan ini adalah untuk membantu kerajaan ... peringkat persekutuan dan negeri dalam membangunkan potensi ekopelancongan ... Malaysia. Ia juga merupakan strategi penting untuk memulihara warisan alam sem... jadi dan kebudayaan negara dalam merealisasikan pembangunan mapan di Malays... Pelan ini terbahagi kepada lima bahagian iaitu 1) isu, strategi dan pelan tindakan. ... penyenaraian kawasan, 3) garis panduan pembangunan, 4) status ekopelancong... dan; 5) kedudukan Malaysia di rantau Asia Pasifik. Kelima-lima bahagian ya... disediakan dilihat mampu membangunkan sektor ekopelancongan dengan jayanya ... Malaysia.

Walau bagaimanapun, berdasarkan kepada Laporan Ketua Audit Negara 2007, sebanyak 45 daripada 60 kawasan projek ekopelancongan dikenalpasti tida... berada dalam senarai kawasan berpotensi seperti yang digariskan di bawah Pela... Ekopelancongan Kebangsaan selain mendapati tiada bukti bahawa 45 kawasan it... pernah menjalani sebarang kajian mengenai potensinya (Bernama, 2008). Malahan... laporan tersebut turut mendapati bahawa Kementerian Pelancongan tida... menubuhkan jabatan atau unit khusus untuk melaksanakan projek ekopelancongan serta tidak menetapkan kriteria rujukan bagi menilai permohonan projek pembangunan seperti yang telah disyorkan dalam Pelan Ekopelancongan Kebangsaan (Saiful Haizan, 2008). Di samping itu, soal selidik yang diedarkan Jabatan Audit Negara kepada Unit Perancang Ekonomi Negeri (UPEN), majlis daerah dan badan-badan promosi pelancongan mendapati secara umumnya pihak berkenaan kurang jelas tentang konsep ekopelancongan berpunca daripada kekurangan promosi tentang konsep ekopelancongan dan dokumen berhubung dengan pelan tersebut termasuk

garis panduannya tidak diedarkan untuk makluman dan rujukan pihak berkaitan (Saiful Haizan, 2008).

Pelan Induk Pelancongan Desa Kebangsaan (2001)

Dalam Rancangan Malaysia ke 8 (2001-2005), pelancongan berasaskan ekologi, pertanian dan pelancongan desa dilihat mempunyai potensi untuk menjana semula ekonomi desa, selaras dengan dasar pengagihan manfaat daripada industri pelancongan dengan lebih meluas. Justeru pelan ini disediakan untuk memberi garis panduan yang diperlukan bagi menjayakan lagi pembangunan pelancongan desa di negara ini. Ia juga bertujuan memaksimumkan potensi program pelancongan berasaskan pertanian dan tinggal bersama keluarga. Di bawah pelan ini juga produk pelancongan inap desa atau *homestay* mula diperkenalkan. Justeru, Kementerian Pelancongan amat menitikberatkan perlaksanaan program tersebut kerana ia selaras dengan aspirasi kerajaan untuk menggalakkan lebih ramai warga desa bergiat dalam industri pelancongan (Tourism Malaysia, 2009).

Kajian Dasar Pelancongan Kebangsaan Kedua (2003 – 2010)

Sebagai satu semakan semula terhadap Dasar Pelancongan Kebangsaan, maka Kajian Dasar Pelancongan Kedua (2003-2010) telah dihasilkan dengan matlamat untuk menjadikan industri pelancongan sebagai sektor utama, lestari, realistik dan berkualiti yang dapat menyumbang kepada pembangunan ekonomi negara. Kajian dasar ini juga menekankan keunikan kepelbagaian budaya Malaysia sebagai produk pelancongan utama (Amran, 2006).

Dasar Pelancongan di bawah Rancangan Fizikal Negara (2005-2020) dan Rancangan Malaysia ke-9 (2006-2010)

Rancangan Fizikal Negara (RFN) merupakan satu pelan pembangunan spatial negara yang telah diluluskan oleh kerajaan pada tahun 2005. Rancangan pembangunan ini berfungsi untuk 1) mengukuhkan perancangan negara melalui polisi ekonomi negara, 2) menyelaras agensi sektoral melalui penyediaan peruntukan dalam polisi sektoral, 3) membentuk rangka kerja untuk perancangan di peringkat negeri dan tempatan serta, 4) membentuk polisi perancangan fizikal. Ia turut memberi penekanan khusus kepada sektor pelancongan untuk setiap negeri melalui dasar-dasar yang telah ditetapkan. Setiap negeri bertanggungjawab untuk mentafsirkan setiap dasar tersebut melalui Rancangan Struktur Negeri (RSN) untuk dilaksanakan. Sehingga kini, semua negeri di Semenanjung Malaysia telah menyiapkan rancangan struktur negeri masing-masing kecuali Perlis yang masih dalam peringkat penyediaan (Jadual 2). Kebanyakan rancangan struktur ini disediakan di bawah Rancangan Malaysia ke 8.

JADUAL 2:
Jumlah Rancangan Struktur yang telah disiapkan/ dalam proses penyediaan

Negeri	Program RMK	Bilangan RSN	Peringkat Kemajuan		Peringkat Pewartaan	
			Dalam Penyediaan	Siap	Warta	Dalam Proses Warta
Perlis	9	1	1	-		
Kedah	8	1	-	1		-
Pulau Pinang	8	1	-	1	1	-
Perak	8	1	-	1	1	-
Selangor	8	1	-	1	1	-
Negeri Sembilan	8	1	-	1	1	-
Melaka	7&8	1	-	1	1	-
Johor	8	1	-	1	1	-
Pahang	8	1	-	1	1	-
Terengganu	8	1	-	1	1	-
Kelantan	8	1	-	1	1	-
Jumlah		**11**	**1**	**10**	**9**	

SUMBER: Jabatan Perancangan Bandar dan Desa (2009)

Antara dasar-dasar yang berkaitan dengan pelancongan dalam RFN adalah seperti Pembangunan Zon Pelancongan perlu ditumpukan dengan perbagai jenis pakej produk pelancongan untuk meningkatkan penggunaan sumber serta kelebihan tempat pelancongan tersebut. Antara strategi utama yang dicadangkan ialah:

1) Membina pusat membeli-belah yang bertaraf antarabangsa di bandar-bandar utama seperti Kuala Lumpur dan Johor Bahru untuk meningkatkan jumlah kedatangan pelancong dan pelawat.
2) Mengintegrasi dan mempromosi resort pelancongan di kawasan sensitif alam sekitar di wilayah Timur untuk menarik lebih ramai ramai pelancong antarabangsa serta tempatan.
3) Pelancongan pendidikan dan perubatan perlu dibangunkan sebagai produk pelancongan yang penting di bandar-bandar utama seperti Kuala Lumpur, Melaka, Johor Bahru dan Pulau Pinang. Sehubungan itu, Kementerian Perdagangan Antarabangsa dan Industri (MATRADE) perlu mempromosikan produk-produk pelancongan tersebut di pasaran antarabangsa.
4) Hasil pendapatan daripada program mesyuarat, insentif, konvensyen dan pameran (MICE) perlu dimaksimakan melalui promosi lokasi-lokasi utama di Kuala Lumpur dan lokasi-lokasi sekunder seperti Pulau Pinang, Langkawi dan Genting Highlands.
5) Pembangunan infrastruktur dan kemudahan sokongan penting untuk mengukuhkan serta mempromosikan eco-pelancongan, sosio-budaya selain pelancongan warisan di Wilayah Timur juga perlu dibangunkan.

Manakala dalam Rancangan Malaysia Ke-9 (2006-2010), strategi adalah ditumpukan untuk merealisasikan potensi pelancongan sebagai sumber ekonomi penting dari segi pendapatan tukaran wang asing, pembangunan keusahawanan dan pewujudan pekerjaan. Usaha turut dipergiat bagi mengukuhkan lagi kedudukan Malaysia sebagai destinasi pilihan pelancong global. Teras strategik yang menjadi polisi teras bagi RMK9 adalah seperti berikut:

- Memastikan pembangunan pelancongan mampan;
- Meningkatkan pembangunan produk dan perkhidmatan pelancongan yang inovatif;
- Menggalakkan dan memudahkan pelancongan domestik;
- Mewujudkan dan menggiatkan pakatan strategik dalam pemasaran dan promosi;
- Meningkat dan memusatkan pelaburan dalam pembanguan pelancongan;
- Meningkatkan pembangunan sumber manusia;
- Meningkatkan dan memperbaiki akses pelancongan;
- Menjamin keselesaan, keselamatan dan kebajikan pelancong.

Selain itu, RFN turut menjangkakan bahawa ketibaan pelancong ke negara ini akan meningkat dengan purata unjuran sebanyak 7.5 % dengan tujuan menarik lebih ramai pelancong antarabangsa untuk memanjangkan tempoh percutian mereka di Malaysia. Bagi mencapai matlamat ini, promosi secara besar-besaran telah dan sedang dijalankan oleh Tourism Malaysia untuk mempromosikan produk dan acara pelancongan yang menarik di peringkat antarabangsa.

Dasar Pelancongan Baru

Menurut Jayaraman, Soh dan Ishak (2008), unjuran memainkan peranan penting dalam perancangan pelancongan dan strategi untuk mempromosikan sektor ini sebagai ukuran memenuhi permintaan pelancongan masa hadapan. Justeru adalah penting untuk mengetahui dan memahami pelbagai aspek termasuk permintaan dan penawaran bagi setiap produk pelancongan yang ditawarkan serta kemudahan dan infrstruktur yang sedia ada pada peringkat awal sebelum penggubalan sesuatu dasar atau perancangan dijalankan. Ini penting untuk mengelakkan berlakunya kekurangan untuk menampung permintaan pelancong yang semakin meningkat atau mengelak dari berlakunya lebihan penawaran. Penggubalan Dasar Pelancongan Negara yang baru dilihat telah mengambil langkah sistematik dengan menjalankan satu kajian Penyiasatan Pelancongan Domestik 2009 yang telah bermula pada bulan Januari 2009. Objektif kajian ini ialah untuk mendapatkan maklumat berkaitan perbelanjaan perjalanan di dalam dan di luar negara bagi isi rumah terpilih. Data yang dikumpul akan dijadikan sebagai garis panduan kepada pihak kerajaan untuk merancang dan menggubal Dasar Pelancongan Negara (Jabatan Perangkaan Malaysia, 2009).

KESIMPULAN

Selepas mencapai 52 tahun kemerdekaan, pembangunan pelancongan mengalami perkembangan yang pesat di mana keenam-enam koridor pembangunan negara yang telah dirancangkan di bawah Rancangan Malaysia ke 9 turut memberi tumpuan

kepada sektor pelancongan. Sehingga kini, sebanyak sembilan pelan pembangunan telah disediakan oleh kerajaan untuk memacu pembangunan sektor ini secara sistematik dan bersepadu. Walau bagaimanapun, setiap pelan pembangunan atau dasar pelancongan yang telah dilaksanakan perlu dipantau dan dinilai sebaiknya. Penilaian tersebut perlu mempunyai satu indikator khas untuk mengukur pencapaian sebenar bagi sesuatu dasar, pelan atau projek pelancongan yang akan, sedang dan yang telah dijalankan. Ini penting untuk mengetahui tahap keberkesanannya kepada penduduk, alam sekitar, ekonomi negara dan lain-lain bidang. Sebuhungan itu, kajian lebih lanjut tentang perkara ini perlu dijalankan untuk memantapkan lagi pembangunan pelancongan negara di masa hadapan.

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TOURISM

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Kuala Kedah towards a Heritage Tourism Destination: A Preliminary Perspective *Mohamad Zaki Ahmad, Johan Afendi Ibrahim, Norria Zakaria & Hood Mohd. Salleh*	T1
Challenges Of Urban Tourism Development *Badaruddin Mohamed & Masitah Muhibudin*	T2
Royal Tourism in Malaysia: Issues, Prospects and Challenges *Fatimah Hassan & Philip Long*	T3
Challenges and Potentials of Tourism Towards Sustainable Development in Cameron Highlands, Malaysia *Barrow, C.J., Chan, N.W. & Clifton, J.*	T4
The Choice and Preference of Tourist Accommodation Among Malaysian Youth *Badaruddin Mohamed & Shida Irwana Omar*	T5
Forecasting International Tourism Demand in Malaysia: An Application of Box-Jenkins Method *Nanthakumar Loganathan*	T6
Tioman as an International Tourism Island : In Perspective of Planning Development, Management and Guidelines *Azizi Muda, Che Musa Che Omar, Zakiah Ponrahono, Kamarudin Shamsuddin, Darylynn Chung, & Annie Tony Kuni Gambaris*	T7
Residents' Perception of Tourism Impacts on the Social and Visual Qualities of Pulau Tioman *Darylynn Chung, Azizi Muda, Kamaruddin Shamsuddin, Zakiah Ponrahono & Annie Tony Kuni Gambaris*	T8
The Tourism Product and its Impact on Tourists Experience in Kelantan *Siti Nurdiyana Mohd. Farid, Badaruddin Mohamed & Nurhashikin Shamsuddin*	T9
'Pro-Poor Tourism': Some Experience From Taman Rekreasi Air Panas (TRAP), Sungai Klah, Sungkai , Perak *Fauziah Che Leh & Yazid Saleh*	T10

SOCIETY & ENVIRONMENT

Traditional Coastal Fishing Communities in North Malaysia (Tuba Island, Langkawi): A Preliminary Modeling for Sustainability *Anisah Lee Abdullah, Hellina Berayu ak Angom & Muhammad Nasir Abd. Razak*	SE1
Poverty Alleviation Actions in Rajshahi City: A Case Study *MJB Moral, Ruslan Rainis, Kamarul Ismail & W. M. Muhiyuddin Wan Ibrahim*	SE2
Kebimbangan Terhadap Pelakuan Jenayah Di Pulau Pinang: Satu Tinjauan Awal *Nor-ina Kanyo & Norizan Hj Md Nor*	SE3

CHALLENGES OF URBAN TOURISM DEVELOPMENT

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Abstract Emphasizing on the importance of tourism in economy of cities in Malaysia, most of the development plans in Malaysia provide a section concentrating on tourism in that particular areas. As a result, urban tourism becomes one of the fastest growing tourism products in Malaysia today. The development and management of urban tourism however face great challenges thus requires a systematic approach or comprehensive development plans to sustain the city as a tourist destination. Therefore, the aim of this paper is to discuss on the challenges facing by the urban tourism stakeholders and the elements to be considered in developing a quality urban tourism in Malaysia. This paper also attempts to outline a general framework of urban tourism development that applicable to cities and towns towards developing a quality urban tourism in Malaysia.

Key words: challenges, urban tourism, urban tourism stakeholders

INTRODUCTION

Cities environment have various functions and activities thus it becomes a central place to service the needs of visitors such as meeting places, tourist gateways, accommodation and transportation hub (Hall and Page, 2002). Variety of activities and experiences ranging from shopping, theatre and sports events to music, architecture and heritage sites also concentrated in urban area (England Research, 2005) which have always been seen as places that provide excitement and new experience (Bonita, 2006. pg 22). .

Therefore, Hall and Page (2002) claimed that most tourists will experience urban tourism as their trip will contain some visit to urban area such as departs from major gateway in a city, arrives at a gateway in another city-region and stays in accommodation in an urban area (p.160). In addition, people are willing to travel a great distances if the image of city is so attractive (Bonita, 2006).

Four major qualities of a city that emphasise by Pearce (2001), includes 1) high physical densities of structures, 2) people and functions, 3) social and cultural heterogeneity, 4) a multifunctional place for economic activities and physically located within the central of regional and interurban networks. All those qualities are very significant towards a quality urban tourism development as major towns and cities particularly in Europe and United States

Although there are growing number of cities in Asia have been developing tourism for its potential benefits, this trend has not been comprehensively developed as in Europe and North America (Sun, 2007). This statement has been supported by Lonely Planet (2006) study that indicated the top five destinations among the top 200 cities in the world are located in those regions. City of Light, Paris was ranked at the first place, followed by New York City (2^{nd}), Sydney (3^{rd}), Barcelona (4^{th}) and London (5^{th}). Those cities have been dream destinations for tourist from all over the world.

Meanwhile the top city destination in Asia was lead by Bangkok which ranked at the 8^{th} place followed by the Lion City of Singapore (25^{th}), Tokyo (26^{th}) and Kuala Lumpur at the 52^{nd} place. It shows that city of Kuala Lumpur face great challenges to compete with those great urban destinations. In general, urban tourism in Asia presents a unique set of challenges that needs to be overcome by urban administrations in collaboration with other stakeholders (Wong, 2008).

Thus, a further research needs to be conducted as to identify the elements that makes up a city become a great tourist destination. this paper attempts to highlight the key challenges further discuss towards developing a quality and comprehensive urban tourism.

URBANIZATION

Cities exist in a complex political environment formed by economic changes, national policies and the actions of other cities (Judd, 1995). An increasingly urbanized world; today close to half the world's population live in urban centers, and the proportion is likely to continue growing as an increasing amount of the world's economic activities concentrate in urban centers (McGranahan & Satterthwaite, 2003, p.44) including tourism. Therefore the number of metropolitan cities (cities with populations over 10 million) are projected to be increased by the year 2015 from the current 20 to 26 (Ivanovic, 2008) which are now being concentrated in Asia rather than Europe or North America (McGranahan & Satterthwaite, 2003).

Nowadays, metropolises of Southeast Asia particularly are developing into mega-urban regions which include old inner cities, slums, industrial areas, suburbs, greenery, agriculture, recreational centres and new towns, resulted in the wide spreading of communication and transportation networks (Nas & Houweling, 2000). In addition, two factors namely 1) advanced telecommunications and 2) efficient transportation and communication infrastructure have been identified as major influence of globalization and the growths of large (McGranahan and Satterthwaite, 2003).

Meanwhile, the development of tourism in Malaysia can be divided into two phases; 1) after the independence which began in 1957 and 2) rapid development of cities in 1990, in which the establishment of tourism had significantly contributed to generate the economic growth of the city (Hairul Ismail,et al., u.d). Therefore nowadays, urban tourism becomes one of the fastest growing tourism products in Malaysia particularly besides it has been used as a driver for the development in developing countries (Wong, 2008).

Rapid urbanization however, would bring various impacts both positive and negative side. In terms of direct economic benefits, Sun (2007) mentioned that this include the increase of new jobs opportunities, business and investment, increase tax revenues, increase incomes to the residents and additional resources to fund the conservation and development of cultural and heritage attractions which have been experienced mostly by cities in the North America and Europe. Others, at its worst, urban tourism has the potential to not only self-destruct but also to act against the sustainability of the city (Hinch, 1996).

Therefore, well-management of tourism in metropolitan areas is necessary as it can generate various benefits to residents' lives of the destination and the conditions within the city (Sun, 2007).

PLANNING AND DEVELOPMENT OF URBAN TOURISM

Tourism has been considered as activities which can be incorporated in local programming of financial activity and harmoniously join the promotion of local evolution by the authority of urban centre since early of 1980 (Voultsaki, 2000). Therefore, all larger cities in the United States are almost being promoted with tourism by aggressively reconstructing their physical environments since the early 1980s, including conversion of land use, restructuring of downtown economies and land use by a huge urban renewal clearance projects (Judd, 1995).

Emphasizing on the importance of tourism in urban economy thus most development plans of Malaysian cities provide a section on tourism besides major components such as land use. For instance, Kuala Lumpur Structure Plan 2020 has outlined the policies and proposals to guide the development of Kuala Lumpur over the next 20 years towards achieving the vision of "A World-Class City". The plan encompasses the demand and supply of tourism in terms of land development, urban design, landscape, the provision of tourist infrastructure and

facilities and more. It also encourages new tourist product development such as educational tourism, MICE facilities, and health tourism thus require high-end technology, high investment, more skilled workers and others.

Usually, competition of demands for urban tourism development occurs at the planning stage, in particular prime area for hotels, offices, retail, residential developments and so on (Inskeep, 1991). Depth analysis from various perspective; ecological, political, social, cultural, and other factors in the external and internal environments is therefore required (Jamieson, 2002). On the other hand, Sharley (2006) suggest that demand for urban tourism can be evaluated through the identification of tourist profile, motivation factors, preferred activities and so on.

However, as cities and town are multifunctional and purpose of visit is varies, therefore analyzing the demand of urban tourism is difficult (Sharpley, 2006). Also, identification the range of city dimensions that would have tourism potential becomes one of the great challenges in urban tourism development (Jamieson, 2002).

Thus, to achieve maximum integration of tourism development and rational decision of any land use conflicts, a comprehensive urban tourism plan should be prepared (Inskeep, 1991). The procedure should begin with survey, land use mapping, evaluation of tourist attractions both primary and secondary, market analysis ad the identification of necessary improvement (Inskeep, 1991). As suggest y Inskeep (1991), the evaluation procedure also should consider the environments, includes the following elements (pp.238-239):

* Visual quality of architecture and character;
* Extent of parks, open space and landscaping;
* Views and vista offered;
* Extent of traffic and pedestrian congestion;
* Cleanliness of the environment and extent of littering;
* Any serious problems of air, water and noise pollution;
* Any difficult climatic patters, such as extremely cold winters or very hot summers; and
* The extent ad type of crime and the general level of public safety.

CREATING A STRONG IMAGE OF URBAN DESTINATION

Since the first campaign on promoting Malaysia globally in 1990, it totally boosts up the number of international arrival to Malaysia with 7,445 908 arrivals which is 53.64% increment from the previous year with 4,846 320 number of arrival (Badaruddin, 2002) thus show a significant important of marketing and promotion in tourism development. However, a comprehensive marketing and promotions should begin with creating a strong image of tourist destination as it would be a platform to attract more tourist visitation and sustain as tourist destination. To project a tourist image easily thus, the city should be characterized by memorable cityscapes (Judd, 1995).

Nowadays, urban destinations in Asia are competing by developing a brand image as an approach of differentiating the destination and increasing their promotional efforts (Wong, 2008). Therefore Wong (2008) suggests Kuala Lumpur as an urban tourism destination to develop an attractive image, valuable for money, and memorable holiday experiences to visitors that should be similarly good or better than other regional destinations especially Hong Kong, Bangkok, or Singapore.

Ideally, the process of developing the city's image into a brand should involve the participation of various stakeholders including government officials, tourism agencies, tourist attractions, managers of cultural venues, entertainment and hospitality, university officials, civic organizations, community groups and neighborhoods (Bonita, 2006). On the other hand, to develop a viable tourism industry particularly cities with insufficient of cultural assets, therefore existing resources have to be promoted together with other tourist attraction

like events, gastronomy, high quality infrastructure, regional networks (Russo & van de Borg, 2002).

SUSTAINING A CITY AS A TOURIST DESTINATION

Excessive tourists' arrivals in a city or region can cause damage to the destination's cultural and historical attractions (Jamieson, 2002). Therefore, sustaining of the natural capital, the elements of the core attractors, the supporting factors besides managing and maintaining the infrastructure are important as to sustain the market and economic competitiveness (Ritchie and Crouch, 2003).

However, McGranahan and Satterthwaite (2003) claim that less discussion of the role of urban policies and urban management in meeting sustainable development goals. By giving few examples, most of the global reports about sustainable development produced by international nongovernmental organizations or agencies of United Nations (UN) give little detailed consideration to the role of urban policies, the urban governance structures needed to implement sustainable development goals, and often give little attention to the scale of unmet needs in urban areas (McGranahan and Satterthwaite, 2003).

> Sustainable tourism does not attempt simply to control development, but it also seeks to encourage the development and promotion of appropriate forms of tourism-many of which can actually enhance the environmental, social and cultural well being of a destination in addition to increasing its economic prosperity (Rictchie and Crouch, 2003, p.33).

For that reason, sustaining the natural capital, core attractors, supporting factors besides managing and maintaining the infrastructure are important as to sustain the market and economic competitiveness (Ritchie and Crouch, 2003) as well as to become a prominent tourist destination. On the other hand, the city may improve its tourism product development if it is based on an understanding of satisfaction of the products (Bramwell. 1998). According to Rictchie and Crouch (2003), although some destinations may last longer than others, but at the end the destination's ability to request to an ever-demanding, ever-consuming market will decline to an uncompetitive level.

Identification the strengths of urban tourism however can not increase in the long term but can contribute to the sustainability of the city with a consideration on the maintenance of a sense of community within the urban destination (Hinch, 1996). Further addressed by Hinch (1996), the support of the community can be thought of in terms of the maintenance of the social capital within the destination; and the continued existence of the community can be thought of as the maintenance of the physical and cultural capital of the destination.

METHODOLOGY FRAMEWORK ON URBAN TOURISM DEVELOPMENT

Based on the above-mentioned issues, some ideas on developing and managing urban tourism of Malaysia towns and cities have been illustrated in the Figure 1 which consists of three major components; planning, implementation and monitoring/review. This framework is constantly looking on how to improve the urban tourism developments which integrate the planning procedure, urban tourism research up to the policy making in ensuring benefits to tourist, governments as well as local residents. This framework is believe will benefit local authorities, local tourism authorities to plan proper infrastructure that would support the urban tourism development.

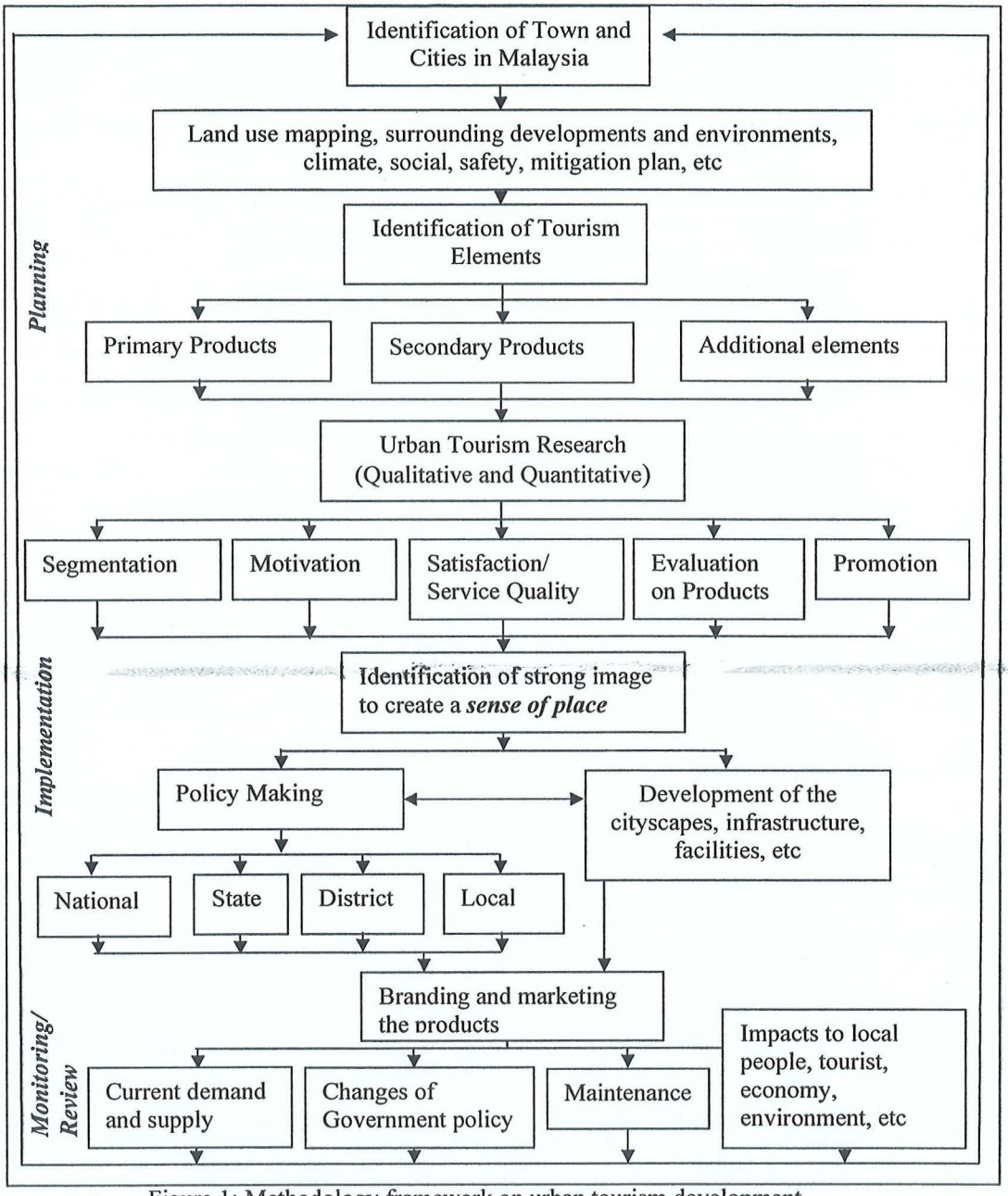


Figure 1: Methodology framework on urban tourism development

CONCLUSION

In general, a well-organized industry is very much contributes very much to tourism development (Judd, 1995). In addition, urban tourism has significant correlation with sustainable urban development in terms of economic benefits, improving the quality of living environment as well as sustaining the urban area as tourist destination. Therefore, urban tourism throughout Asian cities should be comprehensively developed to improve the quality of resident life and city conditions (Sun, 2007).

Thus, a proactive and efficient management of tourism metropolitan areas particularly in Asian should begin with careful planning, be coordinated within the framework of city planning and management, as it is complexly related to all other elements of the city such as infrastructure, public services, supporting services, and others (Sun, 2007).

Furthermore, city branding is important for a city to differentiate itself from its competing destinations (Wong, 2008). Therefore tourist can easily memorize the images of Paris through Eiffel Tower, New York City with Times Square, Wall Street and the Empire State Building and so on (Judd, 1995). Besides, in order to prevent and reduce the negative impacts of tourism, the current conditions of tourism should be continuously monitored in order to ensure that metropolitan areas do not lose or damage what originally attracts tourism to the city (Sun, 2007).

Then, the proposed methodology framework on urban tourism development highlights the significance and particular needs of urban tourism. This framework would be applied towards enhancing and strengthening tourism development in Malaysia particularly in urban or city centres. Besides, it would be a platform to create a strong image for our cities to attract more tourist visitation.

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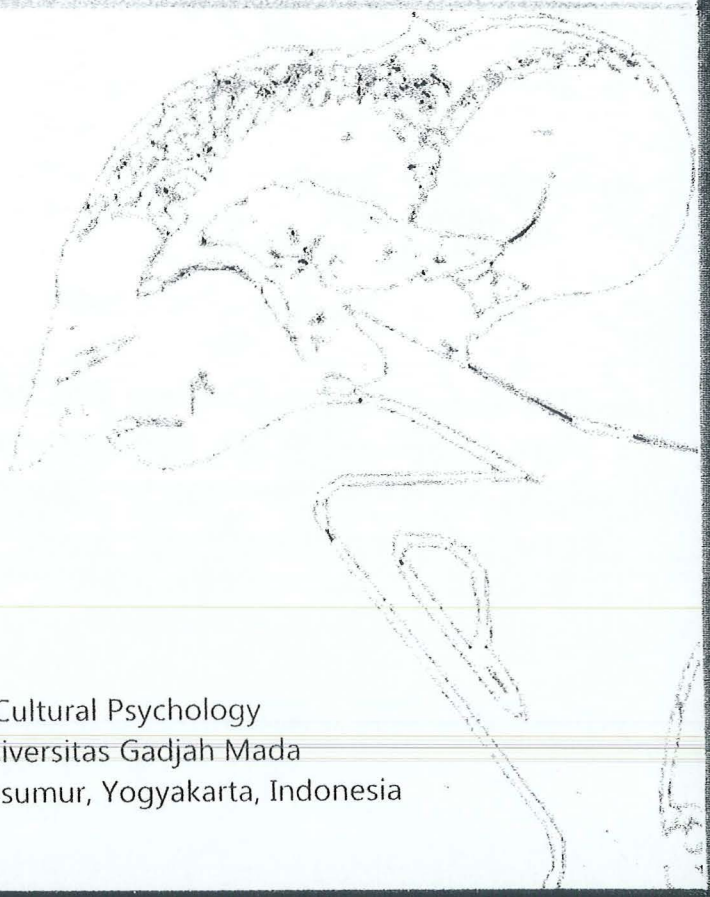

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Tourist Movement in Malaysia: Kuala Lumpur as a Destination of Choice

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The concentration of various activities as in administrations, businesses, services, and education, make city centres an ideal destination around the world for both local and international tourists. Moreover, the tourism sector is regarded as one of the major contributors in the economic development of a particular tourist destination. However, the significance of tourist visitation on the development of tourism products and facilities in these areas still remain sketchy. Therefore, various studies were conducted evaluating the trends and prospects of the tourism sector in a particular destination by identifying tourists' travel behaviour, segmentation, choice of transportation and accommodation, preferred activities, and so on. Lesser studies on the subject matter has been found in Malaysia, thus, a study regarding Kuala Lumpur as a destination of choice for international tourists was conducted as an initiative to enhance the tourism development in the Malaysia City centre. This study describes the tourists' travel pattern, as well as, the factors that influence their choice of destination. Also, it will determine whether or not Kuala Lumpur is their main destination of choice in Malaysia. And if not, it will identify the potential of city tourism in Malaysia based on their other destination of choice. Finding will have implications toward future planning, development, and management of tourism products and facilities, as well as, in the arrangement of events in city destinations.

International Tourist Movements in Malaysia: Kuala Lumpur as a Destination of Choice

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Abstract

The concentration of various activities as administration, business, service, and education hubs has make city centers an ideal site to visit for both local and international tourists. The tourism sector is regarded as one of the major contributors for the economic development of urban tourist destinations. Research on urban tourist flow remains lacking. Therefore, various studies were conducted to evaluate the trends and prospects of the tourism sector in a particular destination by identifying tourists' travel behavior, segmentations, choice of transportation and accommodation, preferred activities, and so on. Studies on these subject matters however are lacking in Malaysia compared to more countries like the United State of America, New Zealand, Australia and others. The objective of this paper is to focus on tourist segmentation by identifying the movement of international tourists visiting Malaysia. Their movements within city destinations particularly were identified. This study describes the tourists' travel patterns, as well as, factors that influence their choices of destinations. It would also reflect whether or not Kuala Lumpur is their main choice destination in Malaysia. At the same time, it will identify the potential tourism cities in Malaysia based on their choices of other destinations. Findings of this study will have implications toward future planning, development, and management of tourism products and facilities, as well as, in the arrangement of events in city destinations

Key words: tourist movement, urban tourism

Introduction

Study on tourist movements has many implications on tourism development. The measurement of tourist movement can be used as the foundation for tourist projection (Higham, Holt and Kearsley, 1996). From the tourism marketing and promotion perspective, this study enables market segmentations and target marketing (Shaw and Williams, 1994). Tourism Flows Model (TFM), developed by Vuletich and Becken (2007), for instance, indicated the dynamics of tourism spatially which can assist informed decision-making on where to invest and where to adopt pro-active policy, planning and resource allocation practices as to ensure the future growth in tourism results in the best outcomes for New Zealand. Xiangping, Fang and Muzaffer (2008), had revealed that the functions of travel flows and indices are corresponding and provided a useful representation of spatial travel behavior and demand. On the other hand, study on tourist movement would promote sustainable development. A study by Oppermann (1992), for example, on intra national tourist flows in Malaysia indicated that tourists are concentrated on the West Coast of Peninsular Malaysia, thus reinforcing existing regional inequalities. Based on

these differences, it is possible to identify market segments that are more likely to contribute to the reduction of regional disparities.

Most of the tourist movement research generalize the types of destination rather than analyse it according to specific destinations such as rural area, eco destination or urban destination. Why it is so important to analyze tourist movement by destination based? Tourists as consumers of urban area have different characteristics and categories. They could be senior citizens, educated population, young people, business travelers and the MICE (meetings, incentives, conventions and exhibition) market. Understanding their characteristics and related factors would guide tourism marketers in promoting tourist destinations based on specific tourist's demand.

Visiting multiple destinations that is under the same categories would show on certain indicators. For example, multi city trips that performed by international tourists would determine the efficiency of public transportation services. Badaruddin, Azizi and Masitah (2008) had identified several key points of multi city trip analysis, which would help to identify the most attractive city sites within a particular country or state. At the same time, the behaviors of urban tourist can also be uncovered. Moreover, the demand and supply of existing facilities in city area can be measured which later would assist in forecasting the future travel, demand and supply of facilities. On the other hand, data from multi trip analysis city would assist city organizations or managers find partner cities in enhancing their promotion and marketing. This is also significant towards enhancing the provision of infrastructure, transportation facilities and other appropriate facilities as well as to assist in formulating policy for tourism planning and development.

Research Objectives

Looking at its role in enhancing urban tourism development in Malaysia, it is thereby essential to analyze the tourist characteristics to understand their needs and motivation in urban area boundaries. This study identifies the main characteristics of urban tourists in Malaysia, revealing their travel patterns, motivations, and socio-demographic variables and so on. The focus of this paper would however be limited to the following research questions:

- 1. Are the international tourists perform multi city trips while visiting Malaysia?
- 2. What are the most preferred cities or urban areas (in Malaysia) as destination among international tourist?
- 3. What are the preferred modes of transportation while moving from one city to another?

The elements of tourist movement analysis

According to Bowden (2003), there are three basic elements of tourists' movement. They include "the direction (the static origin–destination configuration), the pattern (the dynamic connectivity) and the intensity (the volume and frequency) of the movement. The first two elements are usually discussed under the term 'tourist flows' as they convey the dynamic and the static nature of movement" (p.258).

However, the elements are varies and should be based on the research objective. Oppermann (1992), for example, disaggregated the travel pattern of intra national tourists in Malaysia using variables like purpose of visit, travel organization, country of residence, and number of overnight destinations. Meanwhile Tan, McCahon, and Miller (2003) examined the flow patterns of tourists to Indonesia and Malaysia based on major economic factors using the econometric approach. The variables include the measures of income, relative prices, exchange rates, trend term, and special events.

On the other hand, to analyze the multicity trips among tourists, Hwang et al., (2006) collected the data on international trips through sampling the outbound flights from the United State (US) and then sampling non-US residents on those flights. The questionnaire used in the in-flight survey includes a variety of questions regarding international tourists' current trip to the country. Significant findings of the study involve the extent to which a destination has been previously visited affects multicity tendencies and accessibility that has a substantial impact on multicity destination behavior. To summarise, the selection of variables for tourist movement analysis is very much depending on the objectives and scopes to study. In addition, review of the previous tourist movement related studies would give a clear direction to develop a reliable research framework.

Methodology

This study attempts to identify the characteristics of urban tourists in Malaysia focusing on their travel patterns. They have been segmented based on their region of origin; Asia, Europe, America, Africa and Oceania and modes of transportation. To get information on their movement in Malaysia, questions on their travel itinerary were designed. Respondents need to define destinations according to places they visited or will visiting destinations as well as the nights of stay at each destination. Questions were designed and localized based on previous study done by Higham, et al., (1996) and Vuletich and Becken (2007).

Data for this study were collected in major tourism cities such as Kuala Lumpur, George Town, Malacca and Johor Bahru between November 2009 until February 2010. Using simple random sampling, 318 valid questionnaires were collected out of 400 samples reflecting a valid response rate of 82%.

Findings

Demographic profile

Table 2 shows the demographic profile of international urban tourist in Malaysia. Out of 318 respondents, 54.4% of them were male and 44.7% were female. 55% of them were singles meanwhile married respondents were 37.1%. Over fifty three percent of them were from Asian countries like Singapore, Indonesia, China, and Emirates. Meanwhile 27.0 % were from European countries, followed by Oceania (9.1 %) and Africa (8.5%).

In term of the age cohort, the highest number of respondent were under the age of 18 to 30 years old (66.7%), followed by 31-50 years old (25.8%) and above 51 years old (6.3%). A big proportion or 32.7% of the respondents were students, who come to Malaysia for vacation, attending university programs and conferences. Private employee indicated 30.8% of total respondents, followed by self-employee (15.1%) and 8.2% are housewife or listed in not working category. In terms of education background, 77% of them received higher education, while 19.5% had secondary education.

Table 2: Distribution of international urban tourist's demographic profile

	Frequency	Percentage (%)
Gender		
Male	173	54.4
Female	142	44.7
No answer	*3*	*.9*
Age		
<17 years old	3	.9
18-30 years old	212	66.7
31-50 years old	82	25.8
51 years old and above	20	6.3
No answer	*1*	*.3*
Country of Origin		
Asia	171	53.8
Europe	86	27.0
America	2	.6
Africa	27	8.5
Oceania	29	9.1
No answer	*3*	*0.9*
Marital Status		
Married	118	37.1
Single	175	55.0
Others	17	5.3
No answer	6	1.9
Employment sector		
Government	26	8.2
Private	98	30.8

Self employed	48	15.1
Student	104	32.7
Retired	12	3.8
Housewife/ not working	26	8.2
No answer	4	1.3
Monthly income (RM)		
No income	32	10.1
<1000	23	7.2
1001-5000	59	18.5
5001-10000	93	29.2
>10 000	16	5.0
No answer	70	22.0
Education background		
Primary	2	.6
Secondary	62	19.5
Higher	245	77.0
No answer	8	2.5

N=318

Travel Pattern

Although there are more than five destinations visited/ or destinations to be visited by tourists in Malaysia, not all of them can be categorized as urban or city destination. However, for this study, other non-urban destinations were including to identify the volume of city based destinations among the international tourist. As shown in Figure 1, tourist movement in Malaysia can be divided based on their modes of transportation namely: air, land based (road, rail) and water based. Their access to Malaysia is mainly through international airport.

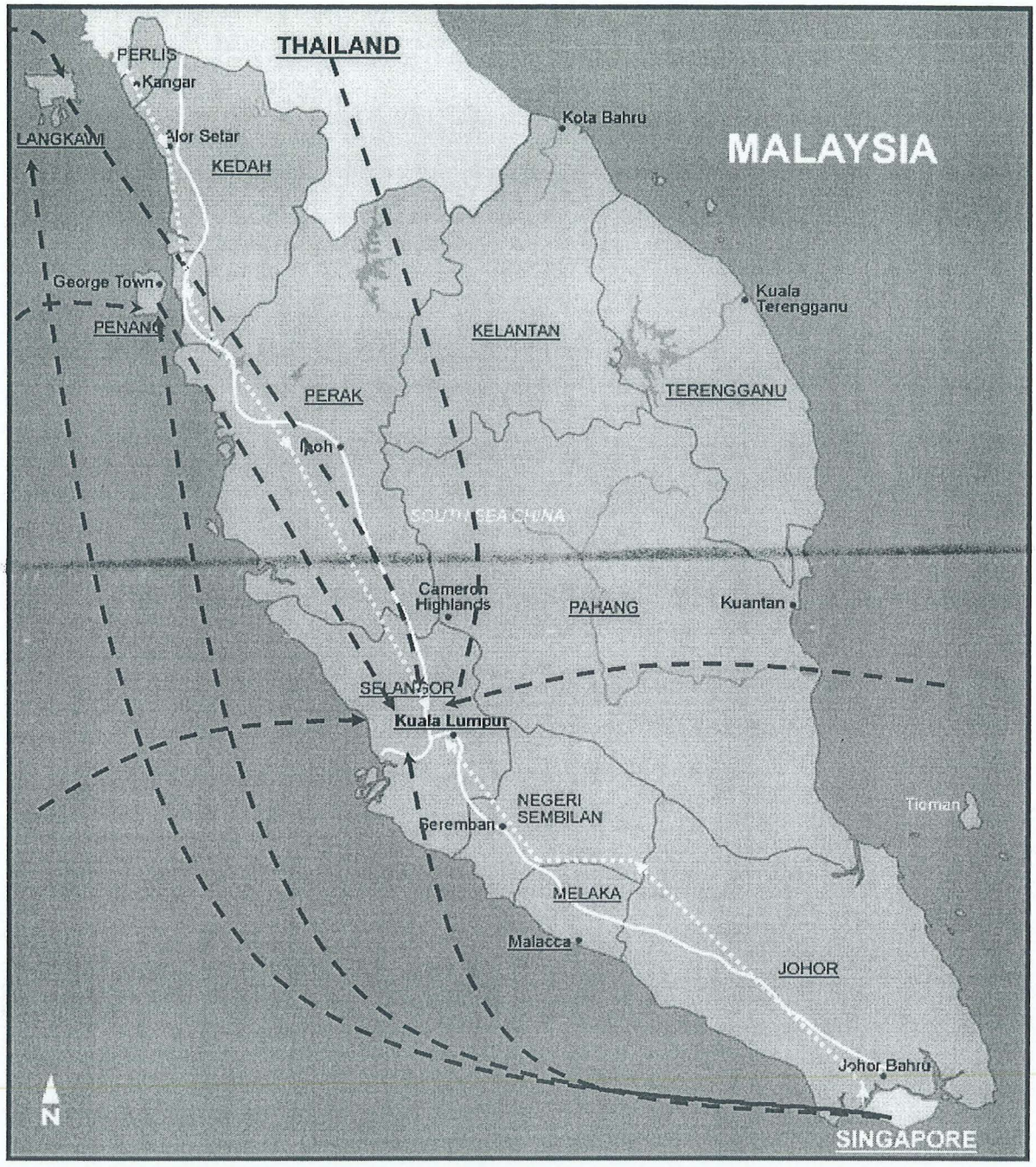


Figure 1: Inbound tourist to Malaysia
(Base map from travel guide Malaysia)

Indicator:

	Route
	Air
	Rail based
	Road based

In term of travel patterns in Malaysia, the 312 respondents first were asked to define their first destination. The routing of tourist flows is based on detailed route information given by the tourists. 54% of them chose Kuala Lumpur as their first destination, followed by Johor Bahru (27.0%), and Penang (31%). Meanwhile, Kota Kinabalu, Kuala Terengganu, Langkawi and Port Dickson were noted by about 0.3% of total respondents respectively. A total of 212 responses have been received for the selection of second destination, which indicated a variance of (-46.0%). It shows that about 100 respondents came to Kuala Lumpur as their second destination. Again, the number decreased to only 137 respondents, when asked to define their third destination. The number decreased for destination 4 and 5 with 61 and 30 respondents respectively.

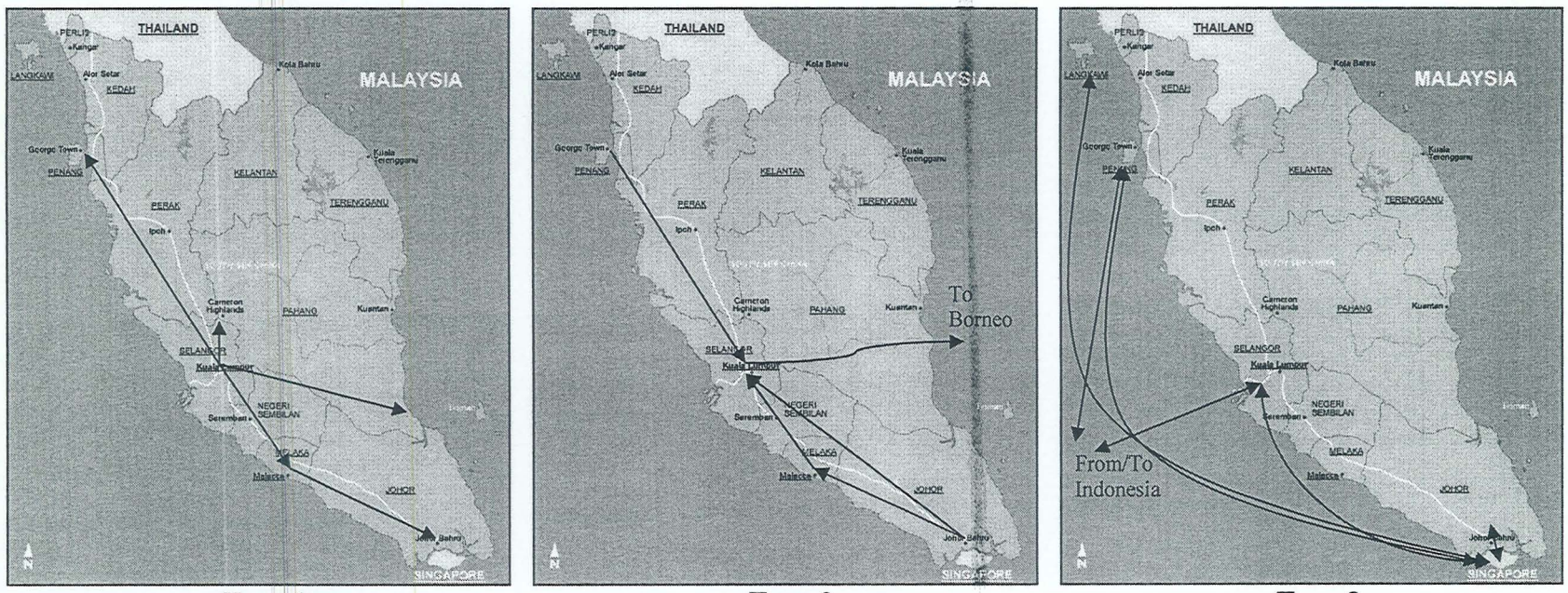
Findings also indicated that Johor Bahru is one of the single destinations visited by tourists. Majority of them are from Singapore and Indonesia. Other cities like George Town Penang, and Malacca also became one of the visited destinations among urban tourist which highly became as second preferred destination in Malaysia. This study has identified the routes which represent the tourist movement in Malaysia (See Figure 2).

Table 3: Top Five Destinations among International Urban Tourists in Malaysia.

	Destination 1		Destination 2		Destination 3		Destination 4		Destination 5	
	f	%	f	%	f	%	f	%	f	%
KL/Selangor	173	54.4	54	17.0	48	15.1	25	7.9	16	5.0
Penang	31	9.7	35	11.0	20	6.3	14	4.4	6	6
Johor Bahru	86	27.0	45	14.2	12	3.8	2	0.6	2	0.6
Malacca	12	3.8	49	15.4	14	4.4	4	1.3	1	0.3
Kota Kinabalu	1	0.3	1	0.3	4	1.3	1	0.3	-	-
Kuching	2	0.6	-	-	2	0.6	1	0.3	-	-
Kuala Terengganu	1	0.3	2	0.6	-	-	-	-	-	-
Kota Bharu	3	0.9	-	-	1	0.3	2	0.6	-	-
Kuantan	-	-	2	0.6	-	-	-	-	-	-
Seremban	-	-	1	0.3	1	0.3	-	-	-	-
Ipoh	2	0.6	-	-	-	-	-	-	-	-
Genting Highlands	-	-	3	0.9	12	3.8	1	0.3	-	-
*Cameron Highlands	-	-	8	2.5	10	3.1	1	0.3	-	-
*Fraser's Hill	-	-	1	0.3	-	-	-	-	-	-
*Taman Negara	-	-	3	0.9	-	-	-	-	-	-
*Langkawi Island	1	0.3	10	3.1	8	2.5	5	1.6	2	0.6
*Pangkor Island	-	-	1	0.3	-	-	-	-	3	0.9
*Perhentian Island	-	-	1	0.3	5	1.6	5	1.6	-	-
*Sipadan Island	-	-	2	0.6	-	-	-	-	-	-
*Port Dickson	1	0.3	-	-	-	-	-	-	-	-
No answer	6		106		181		257		288	
Total number of responses	312	100.0	212	100.0	137	100.0	61	100.0	30	100.0

N=318

* Non-urban / city destination



Type 1 **Type 2** **Type 3**

Figure 2: Pattern of tourist movement in Malaysia
(Base map from Travel guide Malaysia)

Route 1

* Kuala Lumpur as the main gateway to Malaysia
* Tourist moved from Kuala Lumpur to other cities or non cities destination in Malaysia

Route 2

* Johor Bahru, Penang or Langkawi as the main gateway to Malaysia
* Tourist moved to other cities before arriving to Kuala Lumpur

Route 3

* Kuala Lumpur, Johor Bahru and Penang as the main gateway to Malaysia
* Tourist performed a single destination visitation.

Table 3 shows on the preferred mode of transportation to reach or travel within the the city destinations in Malaysia based on cross tabulation analysis. In total, 34.9% of the respondents preferred to travel by airplane to go to other cities in Malaysia like Kuala Lumpur, Penang, and Johor Bahru. Majority of them were from Asia countries (50.45%) followed by European tourist (23.42%) and Oceania with 12 respondents. Meanwhile, 11.32% of them used other options than airplane like bus, taxi, rental car and train.

Then, second mode of transport that preferred by tourist was bus with 25.79% respondents. 53.66% of them were from Asia, 29.27% Europe, 7.31% Oceania and 4.88% from Africa. Meanwhile 10 % of Asia respondents preferred to travel by their own car. Most of them were from Singapore or others that having a family in Malaysia.

Table 3: The relationship between region of origin and the preferred mode of transportation

Mode of transports	**Region of origin**						**Total**
	Asia	**Europe**	**America**	**Africa**	**Oceania**	***No answer***	
airplane	56	26	-	16	12	*1*	111
airplane and bus	6	10	-	3	6	-	25
airplane and taxi	1	2	-	-	2	-	5
airplane and car	2	2	-	-	-	-	4
airplane and train	1	1	-	-	-	-	2
train	8	3	-	-	1	-	12
bus	44	24	2	4	6	*2*	82
bus and taxi	3	1	-	-	-	-	4
bus and train	2	2	-	1	-	-	5
taxi	2	2	-	-	-	-	4
taxi and car	1	-	-	-	-	-	1
taxi and motorbike	-	1	-	-	-	-	1
own transport	32	-	-	-	-	-	32
rent a car	7	8	-	2	-	-	17
rent a motorbike	-	1	-	-	-	-	1
ferry	4	-	-	-	1	-	5
minivan	1	-	-	-	1	-	2
No answer	*1*	*3*	-	*1*	-	-	*5*
Total	**171**	**86**	**2**	**27**	**29**	*3*	**318**

Conclusion

Review from literature shows that nationality or region of origin has a significant relationship with travel behaviour. Thus, the study on their behaviour will help the tourism stakeholder to suggest strategies to fulfil the tourist needs and to attract them to come and revisit Malaysia. As the future plan in tourism industry, is to continue to grow rapidly in coming years on the back of increasing promotional activities by the government and growing reputation of the country as an international shopping hub, so working on the behaviour of different tourist will help Malaysia to be successful.

Moreover, this study has identified Kuala Lumpur as the top destinations among international tourist destination in Malaysia. High accessibility and efficient transportation system have been found to be the keys to encourage multi city trips among international tourists as well as to lengthen their stay in Malaysia. Moreover, the contribution of Meetings, Incentives, Convention and Exhibition (MICE) actively promote KL as the primary venue for international delegates.

This is in line with the national plan to develop Kuala Lumpur as a world class city. Gazetted as one of the major conurbations in Malaysia, Kuala Lumpur is expected to be competitive with other international city regions like Shanghai, Hong Kong, Singapore, and others (National Physical Plan, 2005). One of the strategies is to promote KL with tourism widely through the designation of international shopping hub, developing a world class tourist infrastructure and so on.

Further research can be narrowed down to analyze the tourist movement in a small scale destination such as in a museum, art galleries, parks, zoo and others and also can be incorporated with Global Positioning System (GPS) to get a comprehensive data on tourist movement in a particular tourist destination.

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A Review on Urban Tourism Development in Malaysia

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This paper attempts to review on tourism development in Malaysia particularly in city or urban destination. Therefore, the associated historical aspects, statistical and recent development plans are reviewed for further understanding on urban tourism development trends in Malaysia. In addition, this review presents the initial findings on development approach, categorization of tourism city, the images, and tourist products of cities and its level of attraction. This paper offers an insight into challenges faces by Malaysian town and cities in developing tourism sector. A review from those aspects will clearly guide for enhancement of future tourism development of towns and cities in Malaysia.

Key words: urban tourism, development plans, development approach

Introduction

Nowadays, there are greater competitions between urban destinations in Asia to differentiate their destination by develop a brand image as an approach as well as increasing their promotional efforts (Wong, 2008). Among the major concern is to be a great tourist destination by developing variety tourist attraction. As such, metropolises of Southeast Asia particularly are developing into mega-urban regions, which include old inner cities, slums, industrial areas, suburbs, greenery, agriculture, recreational centres and new towns, resulted in a wide spreading of communication and transportation networks (Nas & Houweling, 2000). Bangkok, Singapore, Hong Kong, Shanghai, Seoul, Tokyo, and Kuala Lumpur for instance are among major urban destination in Asia that promotes tourism as the attraction widely.

Nevertheless, urban tourism in Asia is not comprehensively developed as in Europe and North America (Sun, 2007). As major cities in Europe are relatively short distances between each other, thus it has been regarded as a continuous destination since the time of Grand Tour (Ivanovic, 2008). This factor seems to persuade people to travel relatively short distances within the United Kingdom to spend at least one night in the British capital thus, make tourism in London very successful during the first half of the 1990s (Bull and Church, 2001). Therefore, Ivanovic (2008) claims that only a few cities are able to acquire and to retain world stature and secure a continuous flow of tourists which majority of them is located in Europe.

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On the other hand, "since tourists have many different cities they can potentially visit, a city must carefully brand itself in the consumer's mind" (Bonita, 2006.p.18). Therefore, the creation of unique product is a requirement for cities to provide a more meaningful travel for tourist (Chang et al., 1996). However, as many cities striving for the attention of the potential tourist thus, research on competitors should be conducted by tourism marketers instead of analysing of their own city product (Bonita, 2006).

Realizing the importance of city product and competitors analysis for urban tourism destination, this paper attempts to identify the development of tourist product as well as to analyse the image and level of attraction among tourism cities and towns in Malaysia. Although comparing Kuala Lumpur with other cities in Malaysia is not a definite comparison and can be too subjective, however, from other aspects it will clearly guide for future tourism development of towns and cities in Malaysia.

City tourism in Malaysia

Kuala Lumpur, Penang, and Johor Bahru are the only three conurbations in Malaysia that are expected to be competed with other international city regions such as Shanghai, Hong Kong, Shenzhen, Singapore, Bangkok and so on (National Physical Plan, 2000) from various perspectives. Thus among major strategies to be concerning are enhancing manufacturing, services, education, and tourism sector (NPP, 2000). Nowadays, urban tourism becomes one of the fastest growing tourism products in Malaysia particularly besides it has been used as a driver for the development in developing countries (Wong, 2008).

On the other hands, since the first campaign on promoting Malaysia globally in 1990, it totally boosts up the number of international arrival to Malaysia with 7,445 908 arrivals which is 53.64% increment from the previous year with 4,846 320 number of arrival (Badaruddin, 2002) thus shows a significant important of marketing and promotion in tourism development.

As shown in Table 1, Genting Highland becomes one of the most popular tourist destinations in Malaysia since 2001 until 2006. As the 'City of Entertainment', it provides theme parks and other types of entertainment for the whole family besides the main business of casinos while Petronas Twin Towers becomes the second attraction of tourist (Euromonitor International, 2007). Both of these attractions are located in urban areas, thus shows the urban tourism is the main attraction of tourist as compared with other products.

Table 1. Leading Tourist Attractions by Visitors 2001-2006

Tourist Attraction	Number of Tourist ('000)					
	2001	2002	2003	2004	2005	2006
Bukit Tinggi	-	1.2	3.1	5.4	8.0	10.0
Cameron Highlands	350.0	375.0	408.0	432.0	495.0	550.0
Fraser's Hills	32.0	35.0	44.0	50.0	75.0	85.0
Genting Highlands	10,788.2	11,297.7	12,402.3	13,044.2	14,030.1	15,000.0
Langkawi Beach	975.0	1,030.0	1,125.0	1,250.0	1,605.0	2,070.0
Mount Kinabalu	10.6	11.5	12.4	40.0	45.0	50.0
Bt Ferringgi	600.0	650.0	680.0	725.0	745.0	825.0

Peninsular East Coast Island	300.0	325.0	375.0	420.0	420.0	500.0
Petronas Twin Towers	5,834.4	6,373.9	6,953.4	7,086.0	7,170.1	7,250.0
Taman Negara	39.0	41.2	42.8	45.0	47.5	50.0
Others	**1,300.0**	**1,200.0**	**340.0**	**230.0**	**230.0**	**400.0**

Source: Euromonitor International, 2007

In general, cities and towns in Malaysia have been developed based on its function, potential and its special feature, which can be classified into five categories; Border Town, Tourism Town, Special Role Centre, special Industrial Centre as well as Transportation and Communication Node (NPP, 2000 and NUP, 2006). Studies on city-level are important in creating specific urban characteristics and providing some combination across themes (Pearce, 2001). Then, towns with special features shall be identified and be developed accordingly (NPP, 2000 and NUP, 2006) by concentrating on different packages of tourist products to maximize their resource and locational advantages besides being supported with the appropriate infrastructure and facilities (NPP, 2000). Therefore branding is important for a city to differentiate itself from its competing destinations (Wong, 2008) like Paris through Eiffel Tower, New York City with Times Square, Wall Street and the Empire State Building and others that can be memorized by tourist easily (Judd, 1995).

Meanwhile, under the NPP major cities in Malaysia like Kuala Lumpur, Johor Bahru, and Penang were gazette as major tourist attraction areas. Kuala Lumpur and Johor Bahru for instance were designated as an international shopping hub towards maximizing the economic benefits as well as number of tourist and excursionist. On the other hand, the contribution of Meetings, Incentives, Conventions and Exhibitions (MICE) also being promoted actively in Kuala Lumpur as the primary sites besides secondary sites in Penang, Langkawi and Genting Highlands (NPP, 2000). Meanwhile, under the NUP, there are other cities and towns that being listed as tourism town under few categories namely Waterfront City, Hill City, and Nature Based / Ecotourism Royal Town, and Heritage /Cultural City (See Table 2). However, there is no specific category under the NPP.

Table 2. List of Tourism City in Malaysia

State	List of Tourism towns and cities (NPP)	Specific category	List of Tourism towns and cities (NUP)	Specific Category
Perlis	-	-	Arau	Royal Town
Kedah	Kuah	-	Kuah, Langkawi	Waterfront City
Penang/Pulau Pinang	-	-	*Batu Feringgi *Tg. Tokong	Waterfront City
Perak	-	-	*Pangkor *Lumut	Waterfront City
			*Bandar Teluk Intan *Gerik *Lenggong *Taiping	Heritage / Cultural City
			Kuala Kangsar	Royal Town
Selangor		-	Klang	Heritage/ Cultural City/ Royal Town

Negeri Sembilan	Port Dickson	-	Port Dickson Bandar Sri Menanti	Waterfront City Royal Town
Melaka	-	-	*Alor Gajah *Ayer Keroh *Jasin Melaka City Centre	Nature Based / Ecotourism Heritage / Cultural City
Johor	Mersing	-	Mersing Pontian Kechil, Segamat	Waterfront City Nature Based / Ecotourism
Pahang	*Kuala Rompin *Kuala Lipis *Tanah Rata *Fraser's Hill *Raub *Jerantut *Maran *Muadzam Shah	-	Kuala Rompin *Tanah Rata *Fraser's Hill Pekan Jerantut	Waterfront City Hill City Royal Town Nature Based / Ecotourism
Terengganu	Bandar Cukai	-	Chukai Bera Jerteh Kuala Berang	Waterfront City Nature Based / Ecotourism
Kelantan	Gua Musang	-	Marang Dabong Gua Musang	Nature Based / Ecotourism

Source: National Physical Plan (2000)
National Urbanisation Policy (2006)

Table 2 also indicates that each state of Peninsular Malaysia has at least one tourism city. Under the NPP, Pahang has been listed with eight tourism towns while Perak with seven under the NUP that make both states as the highest number of tourism town under the respective development plans. Nevertheless, the amount of tourism towns does not have directly affluence with greater number of tourist arrival.

Discussions

Urban Tourism Development in Malaysia: Bottom up vs. Top down Approach

Many cities and towns in Malaysia are promoting with tourism. However, are there any specific guidelines that can be referring as to develop a particular city or town as a tourist attraction? What are the approaches that have been used to develop tourism in those areas? In general, the development of tourism in those areas can be divided into two approaches; bottom up and top down. According to Chang et al. (1996), bottom up approach is much associates with local influence meanwhile top down approach is based on external factors.

Tourism in most of cities and town in Malaysia is developed based on bottom up approach initially. Kuala Lumpur for instance, exists as the administrative center of the Federated Malay States in the end of the nineteenth century (Bunnell, Barter, and Morshidi, 2002). After independence and the formation of Malaysia in 1963, Kuala Lumpur becomes center for national development (Bunnell et al., 2002). Then, supported by economic globalization, the growth of major cities in Malaysia in the

1990s had influenced more direct foreign investments (Lee, 1996). Therefore, Hairul Ismail et al. (n.d.) claimed that the development of urban tourism in Malaysia could be divided into two phases; 1) after the independence, which began in 1957, and 2) rapid development of cities in 1990.

Meanwhile, the immigration of labor from China and India into the Federated Malay States to stimulate the colonial economy, was transformed the existing demographic feature drastically (Salleh, 2005) which resulted in variation of cultural and religious activities, foods, festival celebration and so on which mostly concentrated in major towns like Kuala Lumpur. Besides, distinctive of architectural landscape was created during the British occupation (Ahmad, 1997 in Ahmad et al., 2002). For instance, the colonial architecture has played a major role in the creation of Kuala Lumpur as heritage cities besides George Town, Malacca, Ipoh and Taiping (Ahmad Sanusi, Norwati, Abdul Ghapar, Badaruddin, 2002). As a result, the variations have a very big influence in developing the image of Malaysia as present.

Nowadays, the integration between top down and bottom approach is being practice and implement in most development projects including tourism. For examples, Kuala Lumpur becomes a major destination for business travel today although it is no longer acts as central of administrative. Thus, its Structure Plan 2020 encourages new tourist product development such as educational tourism, MICE facilities, and health tourism. The top down approach however should be in harmony with the existing surrounding development.

Meanwhile, Genting Highlands for instance is the well-known destination in Malaysia that developing tourism based on top down approach. Purposely built as a relaxation destination, it has been developed into a very exciting theme park. With the theme of City of Entertainment, Genting Highlands promotes various entertainments as its main attraction besides providing hotels, convention centre, facilities, and so on.

Categorization of Tourism City in Malaysia

Although most of the capital cities or states in Malaysia are not listed specifically as tourism city, however their roles and functions are directly related with tourism development like city of Kuala Lumpur, Kota Bharu, Kuala Terengganu, and Johor Bahru. As centre for government administrative and political operations, thus it attracts for business travel (Hall and Page, 2002). Although capital cities and capital states are significantly relates with business travel, however, not all can be classified as successful tourist city.

Thus, this review would be a platform to analyse the existing categorization of tourism town and cities done by the NUP (2006). Instead of the above-mentioned classification, other categories would be included or determined and updated with the current tourism development in those areas. Perhaps, it can be integrated with tourism development approach, level of attraction, images of the city and so on.

Level of Attraction

Although tourism has been promoted in almost major cities and town in Malaysia, but the question now, what is the level of tourist attraction? Is it to cater for the international or domestic or both tourist segments? In general, only few cities in Malaysia seem to be competitive at the international level such as Kuala Lumpur, Penang, and Malacca. Besides, are there enough resources to develop tourism in a particular city or to sustain the city as a tourist attraction? In agreement with Inskeep

(1991), not every place is comprised of tourism resources or adequate number of tourist.

Similarity of City's Image and Tourism Product

Furthermore, few cities and towns in Malaysia are promoting on the same product like Port Dickson and Lumut that developing as waterfront city, George Town and Melaka as heritage city, Kuala Kangsar and Klang of royal town, and others. The similarity of city core product however would lead to direct competition of prospective visitors' market segment (Bonita, 2006). On the other hands, since tourists have many different cities they can potentially visit, thus a city must carefully brand itself in the consumer's mind (Bonita, 2006.p.18). In so doing, the city should be characterized by memorable cityscapes as to project the image easily (Judd, 1995).

Conclusion

This review has discovered few important findings that are significant towards enhancing urban tourism development in Malaysia, which comprised of the development approach, categorization, and level of attraction, image, and tourism product. As tourism development in Malaysia is significantly contributed to generate the economic growth of the city (Hairul Ismail, et al., n.d), thus the above-mentioned elements should be taken into consideration at the planning stage particularly.

Moreover, as urban tourism in Asia presents a unique set of challenges (Wong, 2008), thus it should be developed with special care (Gunn, 1988) by urban administrations in collaboration with other stakeholders (Wong, 2008). Thus, it is suggested that the image identification of the city should consider on the historical background, the community, the environment opportunities, nearby competitors and so on which should involves participation from various government agencies, non-government organization, educators, local community and others.

On the other hands, research of urban tourism should be conducted continuously as to ensure a consistency or growing tourist visitation of a particular urban destination. In addition, this study is perhaps to be a platform towards guiding and enhancing urban tourism development in Malaysia.

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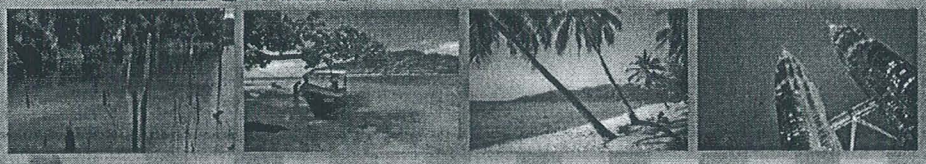
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Analysing the Tourist Accommodation Evolution in an Urban Setting: the Case of Kuala Terengganu

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Lodging is a fundamental element of tourism products that enhance tourist experience. In Malaysia, the lodging supply in urban areas has variety in terms of size, type, location, catering and activities offered. However, different types of accommodation appeals to different types of tourists. In order to spur the growth of accommodation sector, the government has provided enormous allocation for hotel and tourism related projects. The allocation has been used to provide lodging for different target groups ranging from high-end to more affordable accommodation. This paper attempts to identify the role of accommodation in urban areas as well as to discuss on the establishment of accommodation evolution in urban or city centre with Kuala Terengganu as the case study.

Key words: tourist accommodation, lodging evolution, urban areas

Introduction

In the year 2008, Malaysia has recorded 22.0 million of international arrivals with RM 49.6 billion of receipts (Tourism Malaysia, 2008). The arrivals are expected to grow at an average rate of 7.5% with the aim to attract more international tourists to lengthen their stay in Malaysia (National Physical Plan, 2005). To achieve the target, greater marketing and promotions are being done by Tourism Malaysia to project various fascinating destinations and events in Malaysia globally. Major events such as the Colors of Malaysia, Le Tour de Langkawi, Terengganu Monsoon Cup, Petronas Malaysian FI Grand Prix and so on.

On the other hand, the provision of efficient infrastructure and facilities also become a major agenda towards enhancing tourism development in Malaysia. Former Prime Minister of Malaysia, Tun Abdullah Hj Ahmad Badawi, introduced few economic development corridors towards achieving a status of developed country by year 2020 which emphasizing tourism as one of the key sector. East Coast Economic Region (ECER) is one of the blueprints that guide the development of Kelantan, Terengganu, Pahang and district of Mersing in Johor. The master plan focuses on the key initiatives derived from selected economic clusters namely tourism, oil, gas and petrochemical, manufacturing, agriculture and education.

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Terengganu is positioning itself as the dynamic Tourism Gateway to the ECER offering diverse and unique tourism attractions such as island tourism, ecotourism, urban tourism, and its unique cultural and heritage tourism. In addition, the development of new Kuala Terengganu City Centre (KTCC) will strengthen the image of Kuala Terengganu as a vibrant Heritage Waterfront City. Realizing the importance of Kuala Terengganu towards enhancing tourism development of that region, therefore, this study would like to analyse the tourist accommodation evolution in the particular city.

Accommodation in Urban Destination

A city offers a distinct product to its visitors, which include a variety of activities and experiences ranging from shopping, theatre, sports tournament, events, architecture and heritage sites (England Research, 2005). Besides, various functions and activities always being conducted in towns and cities making it a central place to serve the needs of visitors such as meeting places, tourist gateways, accommodation and transportation hub (Hall and Page, 2002), besides becoming a place that provides excitement and new experience (Bonita, 2006). Therefore, Hall and Page (2002) claimed that,

> *'most tourists will experience urban tourism as their trip will contain some visit to urban area such as departs from major gateway in a city, arrives at a gateway in another city-region and stays in accommodation in an urban area' (p.160)*

On the other hand, the function of capital cities as an administrative and political centre of government operations will therefore encourage for business travel (Hall and Page, 2002). Therefore, major urban centre will experience continuous business tourism for the whole year (Butler and Mao, 1997). For that reason, the provision of accommodation should reflect the needs of the city or demands of urban traveler besides taking into consideration of surrounding developments.

The Demand and Supply of Accommodation in Kuala Terengganu

As cited by Alhemoud and Armstrong (1996) in Gunn (1988), tourism exists because of attractions, which it is an anticipated and mentally visualized by a potential traveler; provide the motivation and magnetism for moving from one point to another. However, the element of attraction is not merely the reason that attract tourist to a destination. Therefore, the provision of appropriate tourist facilities should also be emphasized in order to enhance the attractions particularly in urban or city destination.

Although the quality and quantity of supply components are critical factors in determining tourism's success (Geoldner and Ritchie, 2006), the provision of those facilities, however, should comply with current supply and demand as to avoid unnecessary surplus of the market. Accommodation for instance should be provided in accordance to demand, which can be based on tourist arrival in that particular area. As shown in Table 1, the number of domestic and international tourist to Terengganu and Kuala Terengganu increased between the year 2004 until 2006. The arrivals however, decreased in 2007. Meanwhile, about 66.62% of the tourist visited the state

capital of Kuala Trengganu, reflecting high concentration of tourist arrival in the capital city.

Table 1: Statistic of Tourist Arrival (Domestic and International) by locality to Terengganu and Kuala Terengganu, 1990-2007

Year	Locality	Domestic	International	Total
2004	Terengganu	697,172	113,996	811,168
	Kuala Terengganu	**484,774**	**77,051**	**564,825**
2005	Terengganu	820,941	129,326	950,267
	Kuala Terengganu	**565,226**	**78,201**	**643,427**
2006	Terengganu	1,028,265	139,422	1,167,687
	Kuala Terengganu	**696,843**	**84,526**	**781,369**
2007	Terengganu	1,018,426	150,317	1,168,743
	Kuala Terengganu	**639,950**	**87,404**	**727,354**

Source: Tourism Malaysia, 2008

The growth of tourist accommodation in Malaysia, particularly hotel, has showed an upward trend. As shown in Figure 1 and 2, the hotel supply in 1980 had increased by more than 167 percent from 833 units to 2230 units in 2008, while the number of hotel rooms increased from 27565 rooms to 154659 rooms within the same period. The growth of hotel supply in Terengganu also has showed a steady growth. In 2008, the hotel supply in Terengganu was 164 hotels (6858 rooms). This tremendous growth of hotels and hotel rooms is greatly influenced by the increase in demand for accommodation from tourists. Expenditure on the accommodation is often taken up a great portion of tourist travel expenditure worldwide. As reported by the Economic Planning Unit (2006), accommodation has remained to be the highest component, comprising 33.1 percent of the total tourist expenditure pattern in Malaysia in 2005.

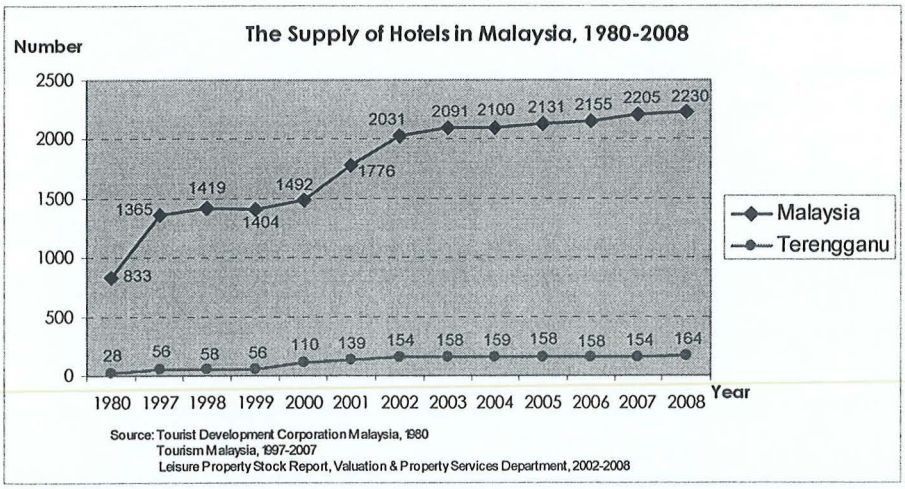


Figure 1: The supply of hotels in Malaysia and Terengganu, 1980-2008

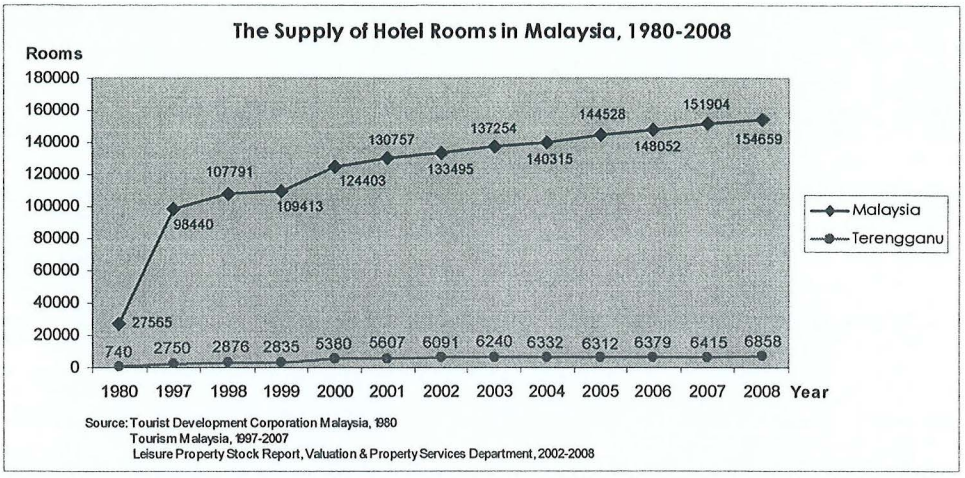


Figure 2: The supply of hotel rooms in Malaysia and Terengganu, 1980-2008

Table 2: The Classification of hotels in Terengganu based on star and orchid rating, 2002-2008

Terengganu	2002*	2003*	2004*	2005*	2006*	2007*	2008**
5 Star	1	1	1	2	2	2	2
4 Star	1	1	1	2	2	4	4
3 Star	3	3	3	4	4	4	3
2 Star	6	5	5	5	5	6	7
1 Star	2	3	3	3	3	2	2
3 Orchid	0	0	2	1	1	5	6
2 Orchid	4	4	6	5	5	14	16
1 Orchid	1	3	3	3	3	3	4
Unrated	136	138	135	133	133	114	120
Total	**154**	**158**	**159**	**158**	**158**	**154**	**164**

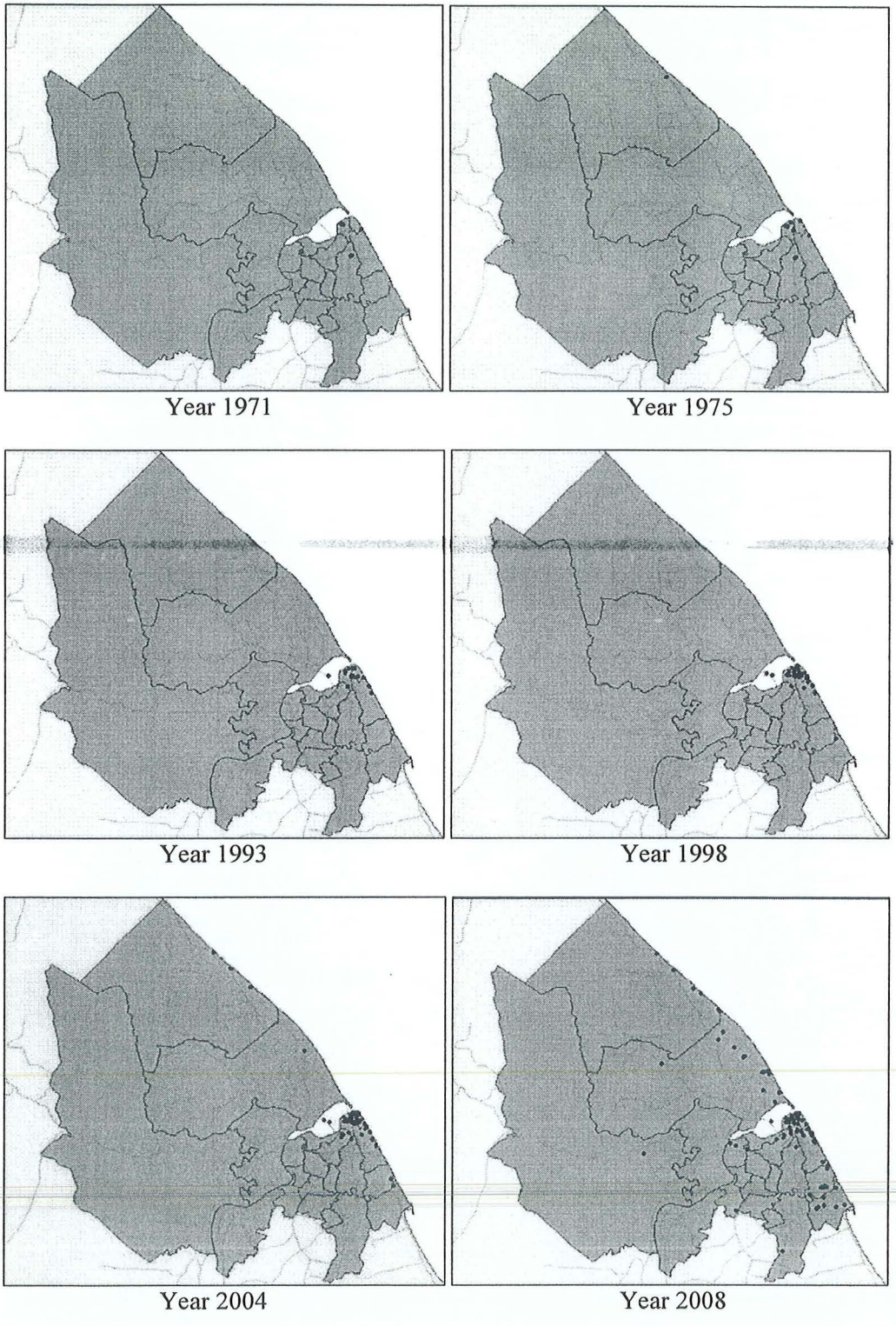
*Note: *Leisure Property Stock Report, Valuation & Property Services Department, 2002-2007*
*** Leisure Property Stock Report, Valuation & Property Services Department, Q3 2008*

Basically, hotels in Malaysia can be classified into two categories of rating which includes star and orchid. Figure 2 indicates the classification of hotels in Terengganu based on star and orchid rating from year 2002 to 2008. Most of the existing hotels in Terengganu are classified as unrated. However, the above table also indicates a slight increase in Star and Orchid hotels. This condition reveals that the facilities and services offered by hotels in Terengganu are improving.

The Evolution of Tourist Accommodation in Kuala Terengganu

As shown in Figure 3 below, the evolution of lodging development in Kuala Terengganu has started from year 1971 until present year. The lodging establishments in Terengganu are very much concentrated along the coastal areas, especially near the river mouth, whereby the accommodations are located in major cities like Kuala Terengganu. In Kuala Terengganu city centre, the development of accommodations is sprawl along the major roads. Hence, accessibility is found to be the main factor for hotel operators and entrepreneur to build and operate their businesses.

Figure 3: Accommodation Establishment Available in Kuala Terengganu from year 1971-2008



Year 1971 Year 1975

Year 1993 Year 1998

Year 2004 Year 2008

The establishments of tourist accommodation that grow rapidly from the year 2004 to 2008 clearly indicates increasing demand for accommodation in Kuala Terengganu. One of the reason contributing to this phenomenon is the existing potential and attractive tourism products as well as active promotion by the government. Government has put great efforts to spur the growth of accommodation sector by providing enormous allocation for hotel and tourism related projects. For instance, the total investment approved for tourism industry has been increased more than double from RM783.6 million during the Eight Malaysia Plan (2000-2005) period to RM1847.9 million during the Ninth Malaysia Plan (2006-2010) period. In terms of tourism development allocation, about RM115 million has been allocated for accommodation sector in the Ninth Malaysia Plan compared to RM31.7 million spent in the Eight Malaysia Plan period. In short, the existing potential of tourism products in Kuala Terengganu as well as enormous effective promotion by the government has made mushrooming of lodging establishment in Kuala Terengganu.

Concluding Remark

This research hopes to provide thorough understanding on the evolution and the growth of lodging industry in the urban areas in Malaysia. The research outcomes can be useful to the Tourism Ministry, tourism planners, policy makers and hoteliers to predict the future trend of lodging in the particular areas based on present and past trend. It hopes to ensure a better integration of spatial planning and tourism development in Terengganu as well as in other part of the country.

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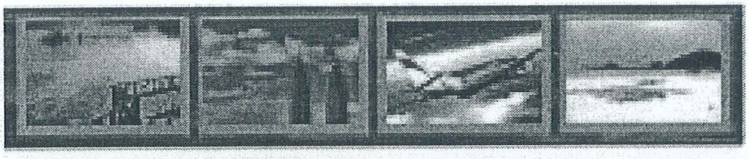
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TABLE OF CONTENTS

TOURISM ECONOMICS AND BUSINESSES

The Effects of CPI and GDP on International Tourist Arrivals: The Case of Malaysia 1
Nanthakumar Loganathan and Yahaya Ibrahim
Universiti Malaysia Terengganu and Universiti Kebangsaan Malaysia

Critical Success Factors of Small and Medium Tourism Enterprises (SMTEs) in Tourism Industry 6
Siti Zaleha Mohd. Sukarno, Mastura Jaafar and Abdul Rashid Abdul-Aziz
Universiti Sains Malaysia

PRODUCT DEVELOPMENT

Challenges and Opportunities for Developing Dark Tourism in Malaysia: A Pilot Study on Understanding Visitor Motivations at Jerejak Island, Penang 12
Suhaini Ibrahim and Anisha Chai
Sunway University College

The Development of Urban Tourism Products: A Comparative Study of Major Cities in Malaysia 19
Badaruddin Mohamed, Masitah Muhibudin and Siti Nurdiyana Mohamed Farid
Universiti Sains Malaysia

Promoting Sustainable Cultural Tourism: Piloting Creative Ways to Document the Multicultural Traditions of Penang 20
Tan Sooi Beng
Universiti Sains Malaysia

Planning For Sustainable Tourism in Pulau Gaya, Sabah: Preliminary Assessment of Natural Resources, Community, Culture and Their Implications for Future Tourism Development 21
Haliza Mohd. Said
Universiti Tun Abdul Razak

Sustaining Traditional Food: Malaysia's High-Protein Snack 'Keropok Lekor' 28
Mohd Munir Omar, Siti Sumayah Abdul Rashid and Muhammad Shahrim Abdul Karim
Universiti Putra Malaysia

Measuring Visitors' Satisfaction and Behavioural Intentions of the Museums in Malaysia 32
Lau Pei Mey and Badaruddin Mohamed
Universiti Sains Malaysia

Evaluation of Tourist Information Infrastructure in Penang Island 38
Fatemeh Shafaei and Jamil Jusoh
Universiti Sains Malaysia

Developing a Penang Cultural Tourism Website Prototype: A User-Centred Design Approach 46
Goh Chu Hian, A.S. Hardy Shafii, Mohd. Kipli Abdul Rahman, Sumetha Nagalingam and Mohd. Khizal Mohamed Saat
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The Development of Urban Tourism Products: A Comparative Study of Major Cities in Malaysia

Badaruddin Mohamed*, Masitah Muhibudin and Siti Nurdiyana Mohamed Farid
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This research on urban tourism products focuses on the comparative analysis among cities in Malaysia. It reviews methodologies in urban tourism research used in assessing urban tourist perception and satisfaction towards elements that make up urban tourist product. The aim of this research is to come out with general framework of relationship within the urban tourism system applicable to cities and towns in Malaysia. It will benefit local authorities, local tourism authorities plan proper infrastructure that would support the system.

Key words: urban tourism, tourism product, urban studies.

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URBAN TOURISM: AN OVERVIEW OF MULTI CITY TRIP ANALYSIS

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ABSTRACT

As a hub for various functions, services and activities, thus a city becomes one of the most important tourist destinations. Moreover, a city also operates as connector to link destinations within a trip by providing critical infrastructure, transportation facilities, information services, and so on. As a result greater marketing and promotion are being greatly emphasized in this area rather than in the rural area which thus requires further analysis of tourist behaviour, travel pattern, and others. The issues of accessibility and efficient transportation system are crucial in attracting travellers to visit other nearby cities or towns thus encouraging multi city tourism. However, the analysis of multi city trip is rarely conducted or developed. Therefore, this paper attempts to review and discuss the importance of multi city trip analysis. Then, the elements that support or encourage multi city trip among travelers also will be identified. The initial findings from the overview will be discussed to develop or illustrate the framework for further research and to identify multi city trip among international travellers while visiting Malaysia. The identification of urban tourist destination would further enhance the provision of infrastructure and appropriate facilities so as to sustain a city as a tourist destination as well as to enhance the urban tourism development in Malaysia.

Key words: multicity, urban tourist, urban tourism

INTRODUCTION

In year 2007, Malaysia has recorded 20.9 million of international arrival with RM 46.1 billion of receipts (Tourism Malaysia, 2008). According to Malaysia National Physical Plan (NPP) (2005), the arrivals are targeted to grow at an average rate of 7.5% with the aim to attract more international

tourists to lengthen their stay in Malaysia. To achieve the target, thus greater marketing and promotions are being done by Tourism Malaysia to promote various fascinating destinations and events in Malaysia globally.

However the question is can the number of tourist simply be projected without considering other elements such as travel pattern, trip characteristics, tourist profile and so on? Another question is how to ensure that the international tourist will lengthen their stay in Malaysia? Is it worth for them to lengthen their stay at only one destination?

As a matter of fact, "forecasting plays a vital role in tourism planning and tourism promotion strategies requiring an estimate of future tourism demand to fulfill national aspirations" (Jayaraman, Soh & Ishak, 2008, p. 1) and the understanding of the differences between overseas and regional tourists is important in formulating policy and planning for urban tourism (Rogerson & Visser, 2006). In agreement with Lew and McKercher (2006), until today, very few studies done to model the actual movement of tourists though there are some discussions done by Debbage (1991) and Fennell (1996) on spatial implication in attraction site visit.

Although the study by Jayaraman et al., (2008) did a projection of international arrivals to Penang, it only focused on two modes of transports by sea and air. Shida and Badaruddin (2008) examined the competitive of town and cities in Malaysia among travelers, but it did not represent international tourist behaviour on trip preferences. Although Euromonitor International (2007) have a comprehensive data of international travellers which identified the country of origin, demographic profile, mode of transport, purpose of visit and others, however, it does not include the movement of tourist while visiting Malaysia. Based on the aforementioned issues, this paper is being limited to the following questions:

- Why it is so important to identify the city trip or movements made by tourist?
- What are the tourist infrastructures that support or encourage the multi city trip?
- What range of methods used for the data analysis?

These questions will be discussed as to further identify the answer. The contribution of this paper is therefore to review and to discuss the studies done on multi city trips. Then, the elements that support or encourage multi city trip among travelers will be identified. Lastly, the study aim to develop or illustrate the research framework of comprehensive multi city trip analysis.

AN OVERVIEW OF MULTI CITY TRIP ANALYSIS

According to Hall and Page (2002), "most tourists will experience urban tourism as their trip will contain some visit to urban area such as departs from major gateway in a city, arrives at a gateway in another city-region and stays in accommodation in an urban area" (p.160). Therefore, as shown in Table 1, the number of international hotel guest in Malaysia is highly concentrated in Kuala Lumpur as compared to other urban or city destination in Malaysia.

Table 1: International hotel guest by locality in Malaysia (January-December 2006).

Rank	Town/ Cities	Number of guests
1	Kuala Lumpur*	8,012,219
2	Kota Kinabalu*	2,159,887
3	Genting Highlands*	1,987,476
4	Langkawi Island	1,344,188
5	George Town*	1,252,013
6	Melaka*	1,090,338
7	Johor Bharu*	743,891
8	Petaling Jaya*	672,039
9	Batu Feringghi	531,628
10	Kuching*	504,458

Source: Malaysian Association of Hotels (MAH) (2007).
**: urban areas*

Therefore, the urban or city destinations in Malaysia should enhance the marketing and promotion to achieve maximization benefit for the tourism stakeholders thus requires strategic cooperation among destination managers or organizations. In agreement with Hwang et al., (2006) many city organizations are struggling with the idea of finding valid partner cities with which bundling could be promoted in certain markets. Thus, a comprehensive understanding on multicity patterns is required as to facilitate the city tourism organizations to grab the benefits of cooperative marketing through bundling or packaging strategies (Hwang et al., 2006).

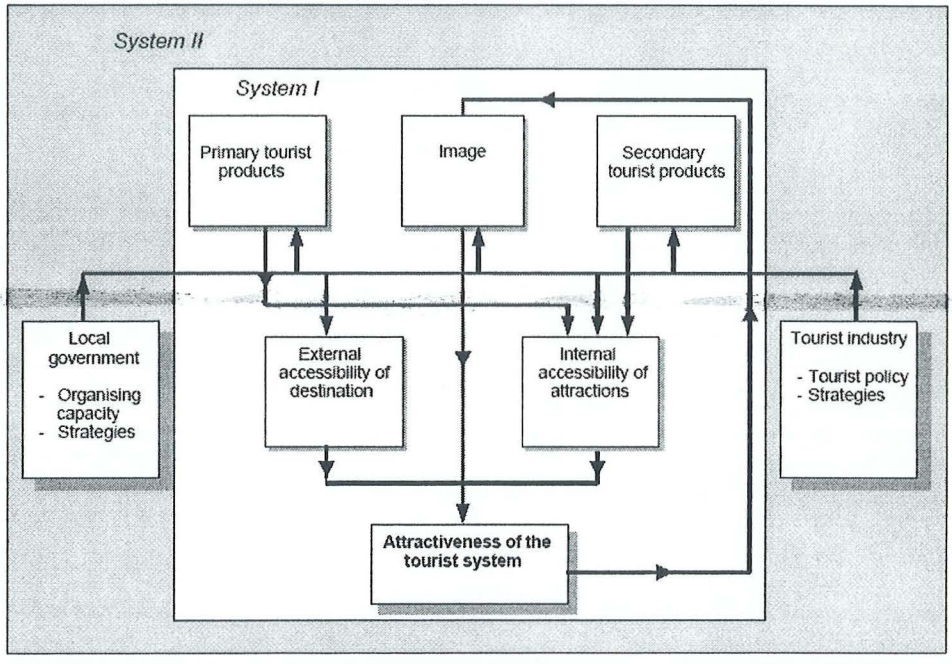
In review of Kim and Fesenmaier (1990), Hwang et al., (2006) found out that the trip pattern of tourist influenced by the available resources at the origin as well as the characteristics of the destination. However, due to lack of suitable method, the collection and evaluation of data on spatial behaviour is infrequently done (Hagen et al., n.d). Another interesting feature of tourism time series that has not been analyzed in previous studies is the presence of changing trends, which can have serious implications for forecasting (Lim & Mc Aller, 2005). This situation encourages researchers to further analyse the movement of international tourist while visiting Malaysia.

ELEMENTS OF MULTI CITY TRIP ANALYSIS

A city not only serves as a destination but also acts as an important link among destinations within a trip by providing critical infrastructure, transportation facilities, information services and so on (Hwang et al., 2006). Therefore various tourism studies defined the relationship between tourism and transport in terms of accessibility with the consideration of transport as a link between tourist generating regions and tourism destination regions (Prideaux, 2000). Meanwhile primary examples of tourism superstructure have been constructed to support visitation and visitor activities which includes the provision of airports, railroads, roads, drives, parking lots, parks, restaurants, shopping centers and so on (Geoldner & Ritchie, 2006).

Therefore, the issues of accessibility and efficient transportation system are crucial in attracting travellers to visit other nearby cities or towns thus encourage multicity tourism. Multi city tourism as defined by Hwang et al., (2006) is "a function of the tourist's country of residence, which subsumes various aspects of accessibility like actual distance, transportation links, and perceptions of accessibility; and familiarity" (p.1060).

As a result, accessibility either internal or external has been included as important elements of urban tourism system besides other three main components namely as primary tourist products, image and secondary tourist products as to achieve the overall attractiveness of an urban destination (see Figure 1). In review of (Law, 1993; van den Berg et al., 1995), Russo and van de Borg (2002) discovered that tourist strategies focus almost exclusively on single attractions and on external accessibility in practice, while the internal accessibility and the other elements of competitiveness do not receive adequate attention (Russo & van de Borg, 2002). Moreover, an efficient transportation system and integrated tourism packages play important roles in moving tourists from the entry points to other parts of the country to enable them to maximise their stay (National Physical Plan, 2005).



Source: Van den Berg et al., 1995 (as cited in Russo and van de Borg, 2002)

Figure 1: A model of the overall attractiveness of an urban destination.

The details for each component of Figure 1 are described in Table 2. Further elaboration, the qualitative indicators for the internal and external accessibility depends on the quality of urban transport, the structure and location of terminals, the ticketing and information services, the frequency and variety of travelling and others (Russo & van de Borg, 2002).

Table 2: Components of the overall attractiveness of an urban destination

Component	Description
1. Primary tourist products	Represent the main reasons for a visit to the locality.
2. Secondary tourist products	The quality of the secondary or complementary products.
3. Image	The image of the destination
4. External accessibility	The effort required to reach the destination
5. Internal accessibility	The ease of wandering around the destination and reaching the various attraction points during the stay. Both external and internal accessibility are connected with the accessibility of the destination

Furthermore, Hagen et al., (n.d) claimed that it is essential to identify places and times of visit by tourists for various sector in tourism industry. By giving few examples, Hagen et al., (n.d) further elaborate that the identification of tourist points of interest would assist restaurant operators to find a strategic location, to help real estate brokers to establish prices, to assist destination management to avoid overcrowding at single places and so on. On the other hand, understanding the movement of tourists within a destination has practical applications for destination management (social, environmental and cultural impacts), product development, and attraction marketing (Lew & McKercher, 2006).

In addition, multi city trip performed by tourist would assist to develop a comprehensive urban transportation model. This type of modeling can provide valuable insights into the effectiveness of a transportation policy on the performance of the transportation infrastructure Arampatzis et al., (2004). Moreover, it can allow for the more efficient planning of services to meet the needs of tourists and marketing of attractions and destinations. The identification of urban tourist destination would further enhance the provision of infrastructure and appropriate facilities as to sustain a city as a tourist destination as well as to enhance the urban tourism development in Malaysia.

RESEARCH METHOD

Usually, research on inter-destination movements have been driven by an inductive, empirical-led methodology, principally using the mapping or listing of planned destinations and stopovers (Lew & McKercher, 2006). However, as Lew and McKercher (2004) have illustrated (as cited by Lew & McKercher, 2006), this approach has a number of limitations because the mapping techniques rely on small scale maps which resulting in a loss of data detail. Besides, the listing of destinations and stopovers assumes the most direct route is taken between points, when no such assumption can be made with confidence.

On the other hand, the data on international trips were collected by Hwang et al., (2006) through sampling the outbound flights from the US and then sampling non-US residents on those flights. The questionnaire used in the in-flight survey includes a variety of questions regarding international tourists' current trip to the United States. The significant findings includes that the extent to which a destination has been previously visited affects multicity tendencies and accessibility has a substantial impact on multicity destination behavior

INITIAL FINDINGS

Based on the aforementioned issues and discussions, few initial findings have been formed as follows:

1. The importance of multi city trip analysis

Multi city trip analysis is very important to a) identify the most attractive destination within a particular country or state, b) understand the behavioral of tourist, c) predict the consumption of demand and supply of facilities, d) assist in forecasting the future travel, demand and supply of facilities, e) assist city organizations or managers find partner cities as to enhance their promotion and marketing, f) enhance the provision of infrastructure, transportation facilities and other appropriate facilities as well as to assist in formulating policy for tourism planning and development

2. The elements of multi city trip analysis

The elements of accessibility and efficient transportation system have been found as the key role to encourage multi city trip among international tourist as well as to lengthen their stay in Malaysia. Therefore, this study is beneficial to assist in monitoring the performance of transportations system or other related services or facilities in a particular urban or city area.

3. Research method

Although there are limited studies on this subject, however, both qualitative and quantitative analysis would be integrated. Moreover, study by Hwang et al (2006) and Lew and McKercher (2006) could be integrated and applied with some modifications to suit the current needs and situations in Malaysia.

LIMITATION AND FURTHER RESEARCH

Based on the initial findings, researchers attempt to develop or illustrate a framework for further research on multi city analysis in Malaysia. The research is however being limited to certain subject as to answer the following research questions:

1. What are the most preferred cities or urban areas as destination among international tourist?
2. Are the international tourists perform a multi city trip while visiting Malaysia?
3. Are the elements of accessibility and efficient transportation system encouraging multi city trip?
4. What are the preferred transportations while moving from one city to another?
5. Are there differences and similarities of tourist characteristics at each cities or urban destination?

RESEARCH FRAMEWORK

Then, the following framework will guide a comprehensive analysis of multi city trip among international travelers while visiting Malaysia (See Figure 2).

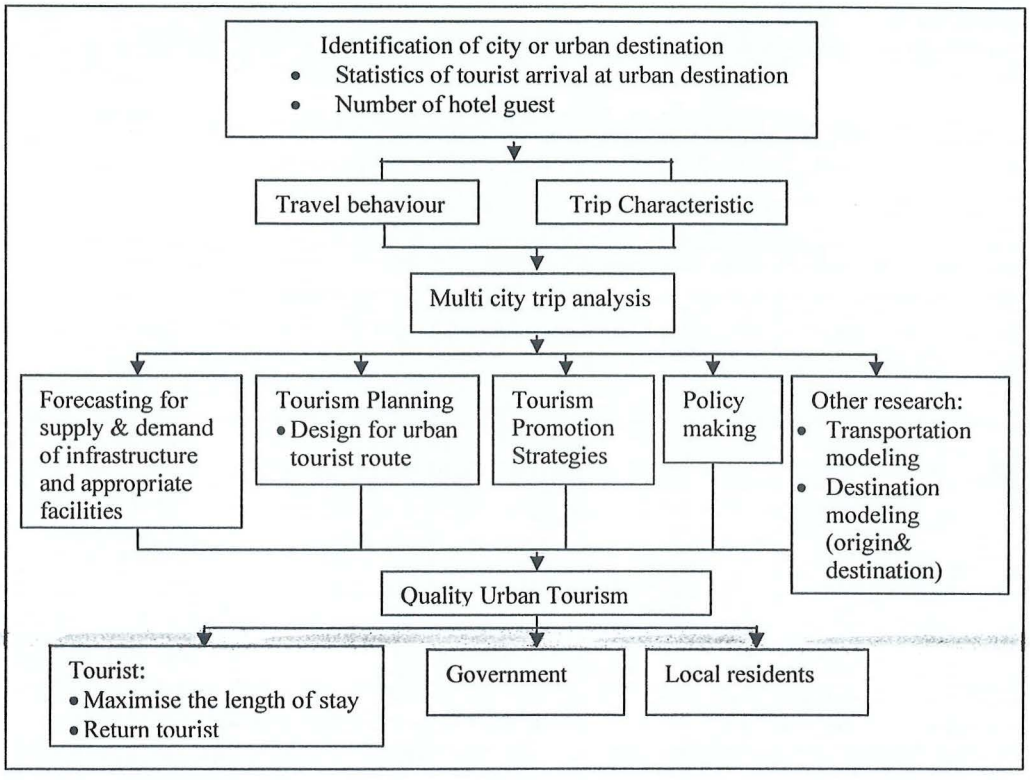


Figure 2: Research framework for a comprehensive multi city analysis

CONCLUSION

This paper has reviewed few studies on multi city trip and has extracted the initial findings based on the summarized discussion which has answered the previous questionable issues in general. Although multi city trip analysis is significantly important in tourism planning and development, however, research on multi city trip is rarely conducted particularly in Malaysia. This paper is perhaps to be used to further understand the behaviour of tourists like travel pattern, trip characteristics and others which is significantly important for marketing and promotion as to attract more tourists to urban destination in Malaysia. Moreover, the identification of urban tourist destination would further enhance the provision of infrastructure and appropriate facilities as to sustain a city as a tourist destination as well as to enhance the urban tourism development in Malaysia.

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ANALYSIS OF TOURIST EXPECTATION, PERCEPTION AND SATISFACTION ON URBAN TOURISM PRODUCT

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ABSTRACT

Urban destinations contain many desired or expected attributes by travelers. The understanding on behaviours of urban tourist is important to determine their demands on urban tourism product which is mostly related to their expectations, perceptions and satisfactions. In addition, those three elements have been considered as tools for increasing destination competitiveness. This study attempts to investigate the relationship between these three elements in the selection of urban destination in Malaysia such as Kuala Lumpur, Penang and Malacca. Then, theories on these elements will be reviewed to conduct a comprehensive urban tourism analysis.

Key words: Expectation, perception, satisfaction, urban tourism

INTRODUCTION

Cities like Paris, New York, Sydney, Barcelona and London for instance have been the dream destinations for tourists from all over the world (Lonely Planet, 2006). Studies show cities and towns continue to attract significant numbers of travelers and many top destinations of the world are often urban centres. Subsequently, there are growing interests in urban tourism research nowadays. Urban tourism is defined by Voultsaki (2000) as,

> *Tourism activity developed in an urban center which has the appropriate tourism infrastructure and hyper-structure and those natural, historical and cultural elements that render it an attraction pole for tourists, by supplying the possibility for production and consumption of products and services (p.2).*

Cities also offer a distinct product to its visitors which include a variety of activities and experiences ranging from shopping, theatre and sports events to music, architecture and heritage sites (England Research, 2005). As one of the main objectives of urban tourism study is to look at the supply side, the components of tourism supply need to be identified. Generally, Ritchie and Crouch (2006) classified tourism supply components into four categories namely natural resources and environment, built environment, operating sector, spirit of hospitality and cultural resources. Meanwhile, tourism resources of a city as classified by Law (2002), can be distinguished between primary, secondary and additional elements (See Table 1).

Law (2002) also claimed that the primary elements provide the main reasons of tourist to visit cities. Although the secondary and additional elements are not the main attractors of tourist, however, they are very important for the success of urban tourism (Law, 2002).

Table 1
Elements of Urban Tourism Product

Elements of Tourism Product	Category	Sub-category	Example of tourism product
Primary	Activity Place	Cultural Facilities	• Museum & Art Galleries • Cinemas • Theaters and Cinemas • Concert Halls • Convention Centers • Other visitor attraction
		Sports Facilities	• Indoor and outdoor
		Amusement Facilities	• Night Clubs • Casinos and Bingo Halls • Organized Events • Festivals
	Leisure Setting	Physical Characteristics	• Historical Street Pattern • Interesting buildings • Ancient monuments and statues • Parks & Greens areas • Waterfronts (Harbor, Canal, River)
		Socio-Cultural Feature	• Liveliness of the place • Language • Local customs and costumes • Cultural heritage • Friendliness • Security
Secondary	• Accommodation • Catering Facilities • Shopping • Markets		
Additional Elements	• Accessibility • Transportation and Parking • Tourist Information (maps, signs, guides)		

Source: Law (2002)

Furthermore, the sense of place, which reflects the unique atmosphere and personality that created by a combination of the people, buildings, famous icons and locations, nightlife and history become one of the most important aspect of a city destination (England Research, 2005). Other than that, concentration of arts and cultural institutions will therefore have implications for the travel and activity behaviour of culturally interested tourists as well as contributing to the image of a city as a whole (Hall and Page, 2002, p.189).

Nevertheless, many tourism cities either large or small fail to understand few elements such as the reasons of visit, the links between the various motivations and the deeper reasons are attracted to cities (Hall and Page, 2002) which are significantly important to evaluate the demand and supply of urban tourism (Sharpley, 2006 and Suh and McAvoy, 2003). Thus, more research on tourist behaviour pertaining to demand and supply of urban tourism needs to be conducted (Suh and McAvoy, 2003).

In agreement to Hall and Page (2002), as well as Suh and McAvoy (2003), this study attempts to investigate and integrate the relationship between tourists' expectations, perceptions and their satisfactions towards the offering tourism product in urban destination. Therefore the author at first reviews the theoretical aspects of expectation, perception and satisfaction to develop a comprehensive urban tourism framework. This study will be beneficial to evaluate the selection of tourist in an urban destination particularly in Malaysia besides strengthening the development of urban tourism.

RESEARCH QUESTION AND OBJECTIVE

There are some issues that form the basis of this research which include:

1. What constitute urban tourism system?
2. What are the influence factors of the system?
3. What are the supporting factors and infrastructure needed to sustain tourism growth?
4. How urban tourism in Malaysia is managed?

The objectives of the research include:

1. To study the urban tourism system that support cities and towns
2. To analyze the supporting infrastructure and the management aspects of urban tourism in Malaysia
3. To study the characteristics of urban tourist in selected cities in Malaysia

TOURIST EXPECTATION, PERCEPTION AND SATISFACTION ON URBAN TOURISM PRODUCT

Expectations

According to the World Tourism Organization (1999), as reviewed by Argoustis and Achana (2002), cities will continue to be in high demand by tourist of all sorts, and the problems associated with the handling of these tourists will have to be more systematically tackled by all parties concerned. Therefore one of the major challenges facing by cities is; they have to be able to respond to the expectations and needs of the growing number of tourist who are attracted to their rich and varied among of cultural, business, entertainment, shopping, sports and other attractions (Argoustis and Achana, 2002, p.139).

Hall and Page (2002) further addressed that; tourists may have varying motivations for visiting particular urban destinations, and also may have different satisfaction levels and standards. According to Yoon and Uysal (2005) the push motivations are more related to internal or emotional aspects meanwhile the pull motivations are connected to external, situational, or cognitive aspects. Further elaborated, pull motivations are those that are inspired by a destination's attractiveness, such as beaches, recreation facilities, cultural attractions, entertainment, natural scenery, shopping, and parks (Yoon and Uysal, 2005). In Laws (2004), Chow et al. (1997), suggested that the predicted level of service is based on what the firm promises in its advertising, word of mouth, and past experiences (p. 85).

Perception

The understanding of the relationship between a destination's product mix and the perceptions of quality and value generates amongst visitors would be further useful as to assess the competitive environment facing by all destinations (Murphy et al., 2000). Besides, Laws (2004) also claimed that perception is important in the judgement consumers make of the quality of a product or service (p.82).

Then, a conceptual model developed by Murphy et al. (2000) identified the relationships to quality, value and a tourist's intent to return which mixed attributes and visitor

perceptions of quality and value are used to predict visitor intentions to return thus, the model and analysis may be viewed as a diagnostic tool of a destination's competitiveness (Murphy et al., 2000). Moreover, understanding on traveler's perception towards destination becomes more important as competition intensifies which is important for destinations to develop the type of touristic products most in demand by their main consumer groups (Suh and Gartner, 2004).

Satisfaction

Customer satisfaction in business perspective allows a business at first; know how well the business process is working, second; know where to make changes to create improvements, if changes are needed, and third; determine if the changes led improvements (Hayes, 1998. pg 3). Meanwhile, from tourism point of view, the development of tourism product of a city can be improved if it is based on an understanding of satisfaction of the products (Bramwell, 1998).

As interpreted by Murphy (2000), the destination product considers the environmental impacts of the destination's setting and the effect of service infrastructure on the visitor experience; yet, both two components have never been combined in an analysis of traveller's perceived trip satisfaction as indicated by their intent to return. Moreover, Yoon and Uysal (2005) claimed that a higher tourist satisfaction level should be established by destination managers in order to create positive post-purchase tourist behavior towards improving and sustaining destination competitiveness besides it is crucial for a successful business

In addition, the success of marketing destinations should be guided by a thorough analysis of tourist motivation and its interplay with tourist satisfaction and loyalty (Yoon and Uysal, 2005). However, if any of the destination attributes has poor performance, dissatisfaction can be expressed. Bonita (2006) also put emphasised on the importance of conducting research as to ensure a success tourist attraction of a city. Thus it is important for tourism marketers to market the products by identifying the potential tourists need and desire from the visiting experience (Bonita, 2006).

To summarise, the literature on expectation, perception and satisfaction of tourism product are interconnected with each other. Therefore, this study attempts to investigate and integrate the relationship between tourists' expectations, perceptions and their satisfactions towards the offering urban tourism product.

RESEARCH METHODOLOGY

As suggested by Bonita (2006), the research on tourism mainly based on five issues namely as segmentation, motivation, satisfaction, product and promotion which are significantly related towards enhancing tourism marketing of a city (See Table 2).

Table 2:
Research Issue

Issue	Purpose
Segmentation	Composition of tourist market segments
Motivation	Reasons for purchase
Satisfaction	Degree product meets expectations
Product	Improvement of product
Promotion	Effectiveness of different promotional methods and media

Source: Bonita (2006)

In addition, Bramwell (1998) claimed that the overall satisfaction with a city which assesses the significance relation of different urban tourism product may be guided by surveys among different user groups of the benefits they seek from them, of their specific expectations, and of their eventual satisfaction with the products. Besides, the authors also believe that the requisite data can be obtained through the distribution of questionnaire forms.

The questionnaire consists of 2 major parts. The first part is the segmentation of urban tourists which covers on geographic, demographic and psychographic background of tourist. The second part is the analysis of the offering product in urban or city destination which is specifically categorised into three segments namely 1) analysis the city core product, 2) analysis of the supporting product and 3) analysis of the augmented product. Under each category, specific product will be listed for evaluation purposes (See Table 3). Then, the questionnaire form will be distributed randomly to domestic and international tourist in any urban or major cities in Malaysia.

Table 3
Analysis of Urban Tourism Product

Attributes	Expectation	Perception	Satisfaction
City core product • Historical site • Entertainment • Sports • Shopping • Cultural **Supporting product** • Accommodation • Transportation • Restaurants • Souvenirs • Other Services **Augmented product** • Safety • People • Buildings • Parks and paths	Identification on pull and push motivation • Attending conventions or conferences • Visiting friends or relatives • Going on business • Attending to health-related problems • Going to a warmer climate • Resting and relaxing • Visiting theme parks, exhibitions or events • Participating in sports events	• Multiple choice • Importance scale • Likert scale	• Multiple choice • Importance scale • Likert scale

Source: Modification from Bonita (2006)

CONCLUDING REMARKS

As investment in destination marketing is given priority in the most successful destinations, it is also important to guarantee that tourist experience is good with a high standard. Therefore, to be more effective in promotions, selected destinations must be clearly identified, what categories of tourist product are they and offer the highest standard of services and experience to the tourist. General understanding on expectation, perception and satisfaction of tourist towards tourism product is an essential as a starting point to conduct a comprehensive urban tourism research.

Then, this study is perhaps to be used to further understand the needs or demands of tourists which is significantly important to attract more tourists to urban destination in Malaysia. Furthermore, it is essential to provide tourist with satisfying experience in urban destination which includes tourist attractions, facilities, hotels, shopping centres and so on.

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PEJABAT PENGURUSAN DAN KREATIVITI PENYELIDIKAN
RESEARCH CREATIVITY AND MANAGEMENT OFFICE

Ruj. Fail : USM/KP 3076

Tarikh : 15 September 2009

Cik Masitah Muhibudin
d/a *Prof. Badaruddin Mohamed*
Pusat Pengajian Perumahan, Bangunan & Perancangan
Universiti Sains Malaysia

Tuan/Puan,

Lantikan Sambilan

Adalah saya dengan sukacitanya menawarkan tuan/puan pekerjaan sambilan sebagai **Pegawai Penyelidik Sambilan** di bawah projek **The Analysis Of Urban Tourism System: Examples Of Malaysia Urban Centre (No. Akaun : 1001/PPBGN/816030)** berdasarkan dari bulan ke sebulan dengan gaji sebanyak **RM 1871.18 sebulan** . Pelantikan ini adalah berkuatkuasa mulai **1/10/2009 hingga 30/9/2010.**

2. Sebagai seorang **Pegawai Penyelidik Sambilan** tuan/puan adalah dikehendaki bertugas di bawah arahan **Dr. Badaruddin Mohamed** dan menjalankan segala tugas-tugas untuk membantu beliau sedang jalankan itu. Peraturan-peraturan mengenai waktu kerja, jangkamasa pekerjaan akan diuruskan oleh **Prof. Badaruddin Mohamed.**

3. **Faedah Perubatan:** Tuan/Puan berkelayakan menerima rawatan perubatan bagi diri tuan/puan sendiri dari Hospital Kerajaan dan Klinik USM sahaja tertakluk kepada syarat-syarat yang terkandung di dalam Skim Perubatan Kakitangan Projek Penyelidikan dan Pembangunan.

4. **Cuti Tahunan:** Tuan/Puan adalah layak untuk mendapat cuti tahunan sebanyak **7 hari setahun berasaskan kiraan pro-rata tertakluk kepada kepentingan perkhidmatan dan kelulusan. Pekeliling Perkhidmatan Bilangan 17 Tahun 2005)**

5. **Kumpulan Wang Simpanan Pekerja:** Tuan/Puan adalah dikehendaki membuat caruman kepada Kumpulan Wang Simpanan Pekerja atas kadar **8%** daripada gaji bulanan. Pihak majikan pula akan mencarumkan kepada tabung tersebut atas kadar **12%** daripada gaji bulanan.

6. Selain daripada itu, tuan/puan juga akan menerima faedah-faedah PERKESO (SOCSO) mengikut peraturan skim tersebut.

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Kepada:
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Timbalan Naib Canselor
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Aras 6, Bangunan Canselori, Universiti Sains Malaysia

Yang Berbahagia Profesor,

MEMOHON KELULUSAN MEMBAYAR UPAHAN BAGI TUGASAN RASMI PENYELIDIKAN

Dengan segala hormatnya saya memohon kebenaran daripada Yang Berbahagia Profesor untuk meluluskan penggunaan geran penyelidikan bagi pembayaran upahan (kadar melebihi RM25.00 sehari) kepada pembantu penyelidik berikut kerana telah menjalankan kerja-kerja penyelidikan untuk Geran RU sepanjang bulan **Februari 2010.**

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2) Nama penyelidik : **GELAREH ABOOALI**
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PROFESOR ASMA ISMAIL
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2. Untuk makluman Yang Berbahagia Profesor, kadar upahan yang diberikan kepada Cik Santy Lusiani adalah sebanyak RM 98.84 sehari manakala Gelareh Abooali adalah sebanyak RM 40.00 sehari dan jumlah yang dituntut adalah untuk tempoh sepanjang bulan **Februari 2010** berdasarkan skop kerja seperti berikut:

Tarikh	Tugasan	Kadar	Jumlah
1/2/2010 – 25/2/2010	1)Menjalankan kaji selidik pelancong di Johor Bahru 2)Menganalisa data kaji selidik	21 hari x RM 98.84	RM 2075.64 **(Santy Lusiani)**
	1)Menyediakan sorotan literatur tentang sejarah pembangunan hotel, klasifikasi hotel dan sistem pengredan hotel	18 hari x RM 40.00	RM 720.00 **(Gelareh Abooali)**

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No. akaun: 1001/ PPBGN/816030
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Kepada:
1) **RAMZI MAHMOUD REFAI AL ROUSAN (No. Passport: I460870)**
JUMLAH: RM 1040.00

Untuk makluman Yang Berbahagia Profesor, kadar upahan yang diberikan kepada Ramzi Al-Rosan adalah sebanyak RM50.00 sehari dan jumlah yang dituntut adalah untuk butiran kerja sepanjang **bulan Julai dan Ogos 2009** seperti berikut:

Tarikh	Tugas diberikan	Kadar	Jumlah
20/7/09 - 24/7/09	Menyediakan sorotan literatur 'tourist satisfaction on tourism product quality' (min: 15 muka surat)	5 hari x RM 50.00	RM 250.00
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	Tuntutan tambang perjalanan semasa menjalankan kaji selidik	15 hari x RM 10.00	RM 150.00
		Jumlah	RM 1040.00

Justeru, saya memohon kelulusan daripada pihak Yang Berbahagia Profesor untuk pembayaran upahan seperti di atas. Pertimbangan dan kelulusan Yang Berbahagia Profesor ke atas permohonan ini didahului dengan ucapan terima kasih.

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s.k : En. Ubaidillah Ozmin
Ketua Penolong Bendahari
Jab. Bendahari, USM

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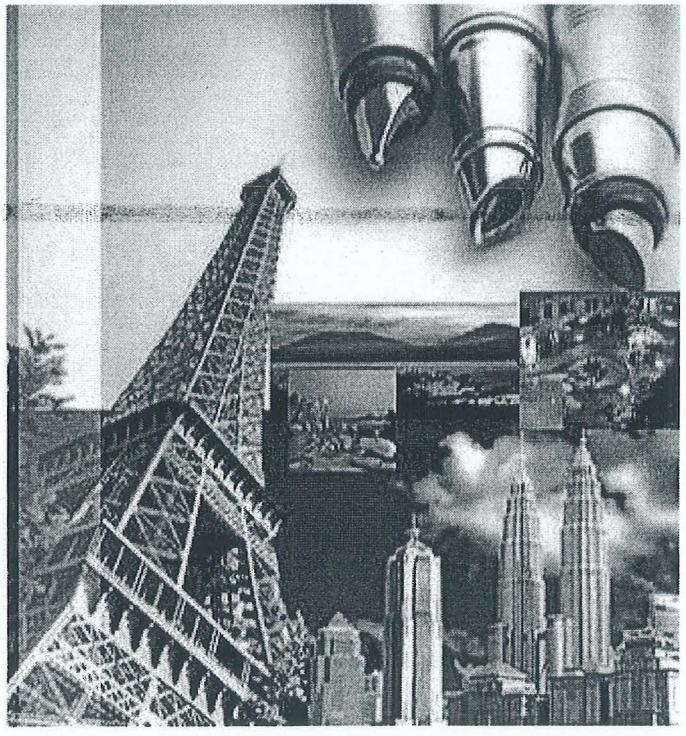
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TOURISM ISSUES

TABLE OF CONTENTS

1. TOURIST SATISFACTION AND LOYALTY LEVELS IN KELANTAN, TERENGGANU AND PAHANG: GAP ANALYSIS APPROACH 2

2. TRANSFERRING KNOW-HOW FROM DEVELOPING COUNTRY TO LEAST DEVELOPED COUNTRIES (LDC) – POVERTY ALLEVIATION STRATEGY VIA TOURISM IN MALAYSIA'S MEGA DEVELOPMENT CORRIDOR PROJECTS..... 11

3. AN EXAMINATION OF GOLF TRAVELERS' DEMOGRAPHIC AND BEHAVIOUR CHARACTERISTICS BY INVOLVEMENT PROFILE 33

4. AN EXPLORATORY STUDY ON THE INFLUENCE OF VISUAL ATTRIBUTES ON VISITORS' SATISFACTIONS TOWARDS CULTURAL HERITAGE SITES..... 43

5. ANALYSIS OF TOURIST EXPECTATION, PERCEPTION AND SATISFACTION ON URBAN TOURISM PRODUCT..... 53

6. A COMPARISON BETWEEN MAINLAND CHINESE AND NON-MAINLAND CHINESE INDIVIDUAL TRAVELERS ON HOTEL SELECTION CRITERIA..... 59

7. THE GLOBAL WARMING AND TOURIST BEHAVIOUR 68

8. TOURISM DEVELOPMENT AND MANAGEMENT IN COASTAL ZONES: A CASE STUDY OF COX'S BAZAAR COAST, BANGLADESH..... 82

9. QUALITY HOMESTAY ATTRIBUTES AND TOURIST'S SATISFACTION 92

10. MARKETING KUALA LUMPUR AS AN URBAN DESTINATION: IMPROVING MARKETING EFFECTIVENESS THROUGH INCREASED COMPETITIVENESS. 98

11. ADDRESSING THE NEEDS OF DISABLED PASSENGERS THROUGH ENGINEERING DESIGNS OF AIRCRAFTS AND MOBILITY DEVICES, LAWS AND POLICIES..... 107

12. SUSTAINABLE DESTINATION COMPETITIVENESS:_A SPATIAL ECONOMIC CHARACTERIZATION..... 117

Tarikh: 2 April 2010

Kepada:
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Yang Berbahagia Profesor,

MEMOHON KELULUSAN MEMBAYAR UPAHAN BAGI TUGASAN RASMI PENYELIDIKAN

Dengan segala hormatnya saya memohon kebenaran daripada Yang Berbahagia Profesor untuk meluluskan penggunaan geran penyelidikan bagi pembayaran upahan (kadar melebihi RM25.00 sehari) kepada pembantu penyelidik berikut kerana telah menjalankan kerja-kerja penyelidikan untuk Geran RU sepanjang bulan **Mac 2010.**

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2. Untuk makluman Yang Berbahagia Profesor, kadar upahan yang diberikan kepada Cik Santy Lusiani adalah sebanyak RM 98.84 sehari manakala Gelareh Abooali adalah sebanyak RM 40.00 sehari. Jumlah yang dituntut adalah untuk tempoh sepanjang bulan **Mac 2010,** berdasarkan skop kerja seperti berikut:

Tarikh	Tugasan	Kadar	Jumlah
1/3/2010 – 31/3/2010	1) Menganalisa data kaji selidik pelancong di bandar-bandar utama di Malaysia	21 hari x RM 98.84	RM 2075.64 **(Santy Lusiani)**
	1)Menyediakan sorotan literatur tentang sejarah pembangunan hotel, klasifikasi hotel dan sistem pengredan hotel	14 hari x RM 40.00	RM 560.00 **(Gelareh Abooali)**

11800 USM, Pulau Pinang, Malaysia
Tel.: (6)04-653 3888 ext: 3173 (Dekan), 3160 (Pej.Am); Fax: (6)04-657 6523; Email : dean_hbp@usm.my; Website : www.hbp.usm.my

PUSAT PENGAJIAN PERUMAHAN, BANGUNAN & PERANCANGAN
SCHOOL OF HOUSING, BUILDING AND PLANNING
UNIVERSITI SAINS MALAYSIA

RECEIVED
15 JUN 2010
RCMO
USM

RECEIVED
14 JUN 2010
TNC (P&D)
USM

Tarikh: 3 Jun 2010

Kepada:
Yang Berbahagia Profesor Asma Ismail
Timbalan Naib Canselor
Penyelidikan dan Inovasi
Aras 6, Bangunan Canselori, Universiti Sains Malaysia

Yang Berbahagia Profesor,

~~MEMOHON KELULUSAN MEMBAYAR UPAHAN BAGI TUGASAN RASMI PENYELIDIKAN~~

Dengan segala hormatnya saya memohon kebenaran daripada Yang Berbahagia Profesor untuk meluluskan penggunaan geran penyelidikan bagi pembayaran upahan (kadar melebihi RM25.00 sehari) bagi kegunaan rasmi dalam penyelidikan bagi akaun berikut kepada:

1) **SANTY LUSIANI** (No. Passport: P543859)
   Jumlah : **RM 2273.32**
   No. akaun : 1001/PPBGN/816030
   Nama geran : *The Analysis of Urban Tourism System: Examples of Malaysia Urban Centre.*

2) **GELAREH ABOOALI** (No. Passport: R2347917)
   Jumlah : **RM 760.00**
   No. akaun : 1001/PPBGN/816029
   Nama geran : *Penilaian Pelancong Antarabangsa dan Tempatan Terhadap Kualiti Produk-produk Pelancongan di Pantai timur Semenanjung Malaysia*

PROFESOR ASMA ISM
Timbalan Naib Cansel
& Inova
Sains Malay

2. Untuk makluman Yang Berbahagia Profesor, kadar upahan yang diberikan kepada Cik Santy Lusiani adalah sebanyak RM 98.84 sehari manakala Gelareh Abooali adalah sebanyak ~~RM 40.00~~ sehari dan jumlah yang dituntut adalah untuk bulan April 2010. Skop kerja mereka adalah seperti berikut:

Tarikh	Tugasan	Kadar	Jumlah
3/5/2010-31/5/2010	Penulisan kertas kerja untuk kajian pelancongan bandar	23 hari x RM 98.84	RM 2273.32 **(Santy Lusiani)**
	Penulisan kertas kerja untuk kajian penilaian pelancong	19 hari x RM 40.00	RM 760.00 **(Gelareh Abooali)**

11800 USM, Pulau Pinang, Malaysia
Tel.: (6)04-653 3888 ext: 3173 (Dekan), 3160 (Pej.Am); Fax: (6)04-657 6523; Email : dean_hbp@usm.my; Website : www.hbp.usm.my

UNIVERSITI SAINS MALAYSIA

PUSAT PENGAJIAN PERUMAHAN, BANGUNAN & PERANCANGAN
SCHOOL OF HOUSING, BUILDING AND PLANNING

RECEIVED
0 3 JUN 2008
TNC (P & I)
USM

Tarikh: 2 Jun 2008

Kepada:-

Yang Berbahagia Profesor Asma Ismail
Timbalan Naib Canselor
Penyelidikan dan Inovasi
Universiti Sains Malaysia

PER: KELULUSAN MEMBAYAR UPAHAN BAGI TUGASAN RASMI PENYELIDIKAN

Dengan segala hormatnya saya memohon kebenaran daripada Yang Berbahagia Profesor untuk meluluskan penggunaan geran penyelidikan bagi pembayaran upahan (kadar melebihi RM25.00 sehari) bagi kegunaan rasmi dalam penyelidikan bagi akaun berikut:

No. akaun: 1001/ PPBGN/816030
Tajuk: *THE ANALYSIS OF URBAN TOURISM SYSTEM: EXAMPLES OF MALAYSIAN URBAN CENTERS*

Kepada:

1) ANAHITA MALEK MOHAMMADI (No. Pasport: R1470175)

JUMLAH: RM790.00

Kelulusan Yang Berbahagia Profesor ke atas permohonan ini didahului dengan ucapan terima kasih.

BERKHIDMAT UNTUK NEGARA
'Cintailah Bahasa Kita'

13/6

(PROF. MADYA DR. BADARUDDIN MOHAMED)
Ketua Projek

PROFESOR ASMA ISMAIL
Timbalan Naib Canselor
(Penyelidikan & Inovasi)
Universiti Sains Malaysia

s.k : Hajah Nadzirah Abd. Raof
Timbalan Bendahari
Universiti Sains Malaysia

11800 USM, Pulau Pinang, Malaysia
Tel.: (6)04-653 3888 ext: 3173 (Dekan), 3177 (Pej. Am); Fax: (6)04- 657 6523; E-mail : dean_hbp@usm.my; Website : www.hbp.usm.my

Pusat Dagangan Dunia Putra (PWTC),
45, Jalan Tun Ismail,
50695 Kuala Lumpur.

Telefon : 03 - 2693 7111 Faks : 03 - 2694 1146
http://www.motour.gov.my

Celebrating 50 Years of Nationhood

KPL/DPH 676-1 Jld. 8
10 Februari 2009

Prof. Madya Dr.Badaruddin Mohamed
Ketua Projek
Pusat Pengajian Perumahan, Bangunan & Perancangan
Universiti Sains Malaysia
11800 Pulau Pinang
MALAYSIA

Tuan,

MEMOHON SUMBANGAN CENDERAMATA UNTUK KAJI SELIDIK PELANCONGAN

Dengan segala hormatnya merujuk kepada perkara di atas dan surat tuan bertarikh 30 Januari 2009.

2. Sukacita dimaklumkan Bahagian Dasar, Perancangan Dan Hubungan Antarabangsa, Kementerian Pelancongan sedia membekalkan barangan cenderamata untuk tujuan Kaji Selidik Pelancongan seperti senarai di bawah:-

1.	Payung	-	15 unit
2.	Kaftan Batik	-	15 unit
3.	Fancy Key & Notes Holder	-	15 unit
4.	Fan Torch Light	-	15 unit

3. Bagi pengambilan barang cenderamata tersebut, sila hubungi dengan Puan Nurhaliza Aziz @ Azmi untuk mengambil bahan-bahan tersebut di alamat :

Bahagian Dasar, Perancangan & Hubungan Antarabangsa
Kementerian Pelancongan Malayasia
Tingkat 34, Menara Dato' Onn
PWTC, 45 Jalan Tun Ismail
50695 Kuala Lumpur
Tel : 03-26963224

PSU-USM International Conference
on Humanities and Social Sciences 2011
"Transforming Research for Sustainable Community"

Date : 3 - 4 October 2011, Venue : Lee Gardens Plaza Hotel, Hatyai, Songkhla Thailand

(1)

Main Menu

- Home
- Committee
- Call for Papers
- Important Dates
- Registration
- Abstract Submission
- Full Paper Submission
- Conference Schedule
- Participants Information
- Accommodation
- Contact Us

Home

Host: Educational Services Division, Prince of Songkla University, Pattani Campus

Co-host: Social Transformation Research Platform, Universiti Sains Malaysia

Objectives

1. To promote research activities of Prince of Songkla University and University Sains Malaysia researchers
2. To provide an opportunity for academics, researchers, graduate students of Prince of Songkla University and University Sains Malaysia and regional institutions to present their research results and exchange ideas and experiences leading to research development and collaborative research

Conference Theme

Transforming Research for Sustainable Community

Language

The official conference language will be English and no translation facilities will be provided

Participants

- Lecturers
- Researchers
- Academic staff
- Graduate students
- Others from international countries

(2)

AGREEMENT TO PUBLISH THIRD PARTY CONTENT ONLINE WITHIN CABI FULL-TEXT PRODUCTS

This Agreement is between CAB International of Nosworthy Way, Wallingford, Oxon, OX10 8DE, UK (CABI) and the *Universiti Sains Malaysia*, and is dated the 11th day of January 2011.

CABI and the Publisher hereby agree that:

1. CABI may include the Publisher's content (*Proceedings of the 1st and 2nd National Symposiums on Tourism Research and Proceedings of Regional Conference on Tourism Research*) indexed in its bibliographic databases, CAB Abstracts and/or Global Health and any subsets thereof, in its online subscription products including that referred to as *CABI Full Text* or any derivative of it.

2. CABI will create a digital copy of the Publisher's content and archive it in its *CABI Full Text* database making it available via its databases for the purposes of research, education and practice.

3. The Publisher retains ownership of the archived content, and CABI will acknowledge this in its databases. The Publisher's content will be included in the *CABI Full Text* Database as PDF files, as they appear in the original publication including any ownership noted on it.

4. CABI will not charge the Publisher for hosting its content nor will CABI pay the Publisher for hosting and delivering its content. CABI will ensure the sustainability of *CABI Full Text* from income generated from users.

5. Access to the papers in the *CABI Full Text* database will be through one of CABI's bibliographic databases, which are available via a number of different search interfaces, including CABI's own online platform, CAB Direct.

Signed on behalf of the Publisher:

Name: Prof. Badaruddin Mohamed

Signature:

Date: 11 January 2011

Signed on behalf of CABI:

Name JANICE OSBORN

Signature Janice Osborn

Date 12/01/2011

Please return to: Janice Osborn
CAB International
Wallingford
Oxon, OX10 8DE, UK

(FAX +44 1491 833508 or as scanned copy via email to: j.osborn@cabi.org)

USM
UNIVERSITI SAINS MALAYSIA

NATIONAL SYMPOSIUM ON TOURISM RESEARCH

26 JULY 2008, PENANG, MALAYSIA

ORGANIZED BY:
CLUSTER OF TOURISM RESEARCH (CTR)
SOCIAL TRANSFORMATION PLATFORM
UNIVERSITI SAINS MALAYSIA
PENANG, MALAYSIA

VENUE:
University Conference Hall, Universiti Sains Malaysia, Penang

SYMPOSIUM OBJECTIVES

The aim of this symposium is to provide a platform for discussion and sharing of tourism research topics, methodology and sharing of research findings. The symposium also aims at stimulating inter-disciplinary discussions and networking to further enhance and enrich the knowledge of academicians, practitioners and professionals on tourism. The symposium will focus on a broad array of topics related to research in tourism. The symposium organizers invite research papers, working papers, industry initiatives, graduate student research symposiums or presentation proposals with relevance to tourism or the hospitality industry. The scope of the potential papers include:

Destination Planning and Development, Ecotourism, MICE, Accommodation Sector, Product Development, Training and Employment, Agrotourism, Rural Tourism, Service Industry, Information Technology, Education, Health Tourism, Human Resource Development, Impacts of Tourism Development, Community Tourism Development, Post Modern Tourism, The Businesses of Tourism, Special Interest Tourism, Marketing and other related topics.

SUBMISSION GUIDELINES

[1] One page abstract of proposed papers should be submitted for the final selection process.

[2] The abstract should be written in English which include name(s) of author(s), affiliation, postal and email addresses.

[3] Contributor will be informed of acceptance of their abstract as soon as the committee receives the abstract.

[4] Authors of accepted abstracts will be asked to submit full papers and the guidelines for full papers submission will be provided.

[5] **The final paper is limited to 6 pages** (Times New Roman, 1.5 spacing, 12pts and APA System).

[6] Only papers submitted by June 26, 2008 will be included in the symposium proceedings (printed) which will be distributed on the symposium day.

DEADLINES OF SUBMISSION

Abstract submission : May 30, 2008.
Full paper submission : June 26, 2008.
Once the paper is accepted, at least one of the authors must register and present the paper at the symposium.

WHO SHOULD ATTEND

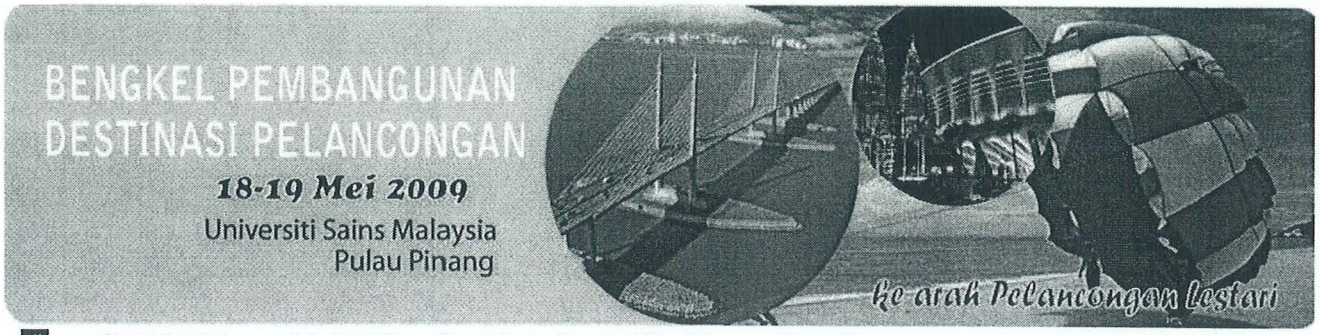
- Academics and educators in tourism
- Senior government officials involved in tourism planning and development
- Tourism policy makers and national tourism organization directors
- Tourism researchers and industry consultants
- Human resources practitioners/managers of tourism establishments

REGISTRATION FEES

All presenters and participants are requested to register for the symposium by June 26, 2008. Registration fees may be paid either by cash/cheque/bank draft/postal order in RM.

General participants: RM 150.00
Student participants: RM 75.00

All cheque, bank draft or postal order must be made payable



SELAMAT DATANG!

Pembangunan produk dan destinasi pelancongan yang baik dapat menarik kedatangan lebih ramai pelancongan dari dalam dan luar negara yang dapat menjana ekonomi bukan sahaja kepada pihak kerajaan, malah penduduk setempat sama ada secara langsung ataupun tidak langsung. Oleh itu, produk pelancongan ini perlu dibangunkan secara komprehensif dan efektif sejajar dengan matlamat kerajaan yang mahu memperkenalkan Malaysia dengan lebih meluas lagi di mata dunia. Perancangan, pembangunan dan pengurusan sesuatu produk pelancongan memerlukan penelitian dari pelbagai aspek bermula daripada formulasi dasar, strategi, program pembangunan pelancongan yang merangkumi pemasaran, penganjuran aktiviti, penyelenggaraan dan sebagainya.



"Tourism Research Circle (TRC) berinisiatif untuk menganjurkan Bengkel Pembangunan Destinasi Pelancongan 2009, untuk memberi pendedahan khusus tentang aspek-aspek penting dalam proses perancangan, pembangunan dan perancangan sesuatu produk pelancongan. Sebagai Penyelaras, saya mengalu-alukan kehadiran semua pihak untuk menjayakan program ini. **Bersama kita berusaha ke arah PELANCONGAN LESTARI!"**

- Prof. Madya Dr. Badaruddin Mohamed

DAFTAR SEKARANG!

Sila lengkapkan borang pendaftaran dan hantar (selewat-lewatnya 3 hari sebelum tarikh bengkel) kepada:
Cik Masitah Muhibudin
Pusat Pengajian Perumahan, Bangunan dan Perancangan,
Universiti Sains Malaysia,
11800 Pulau Pinang
Emel: bengkel2009@gmail.com
No.Faks: 04-657 6523

INFO PENGINAPAN

- **HOTEL VISTANA** (10 minit dari USM dengan kenderaan)
No. Tel. : +604-646 8000
- **HOTEL B-SUITE** (10 minit dari USM dengan kenderaan)
No. Tel.: +604-646 7777
- **HOTEL EQUATORIAL** (10 minit dari USM dengan kenderaan)
No. Tel.: +604-643 8111
- **RUMAH TETAMU USM** (5-7 minit dengan berjalan kaki)
No. Tel.: +604-653 2030

MAKLUMAT TERKINI

- Muat turun slide pembentangan penceramah jemputan New! | PM Badaruddin Mohamed | Dr Rahimatsah Amat | Dr Ahmad Puad Mat Som | En Zulkifly Md Said | YB Sr Hj Muhamad Farid | Mr Somboon Cheanwats |

- Pendaftaran bengkel terbuka kepada semua peserta sekarang!! Pendaftaran boleh diisi **secara online** mulai 16 Mac 2009 atau muat turun borang pendaftaran

ANJURAN:

Tourism Research Circle (TRC)
Pusat Pengajian Perumahan, Bangunan dan Perancangan, Universiti Sains Malaysia

PESERTA

- Pegawai kerajaan yang terlibat secara langsung atau tidak dalam proses perancangan dan pembangunan pelancongan
- Pengurus destinasi pelancongan
- Ahli Akademik
- Penyelidik dan konsultan bidang pelancongan
- Wakil dari institusi kewangan dan para pelabur
- Eksekutif/ wakil firma-firma multinasional
- Pelajar yang sedang mengikuti kursus pelancongan/ hospitaliti

PERTANYAAN:

Penyelaras Bengkel
Prof. Madya Dr. Badaruddin Mohamed
No.Tel. : 04-653 2826
No. Faks: 04-6564067
E-mel : trci@usm.my

Sekretariat Utama
Cik Masitah Muhibudin
No. Tel. : 016-540 0970
No. Faks: 04-657 6523
E-mel : bengkel2009@gmail.com

YURAN PENYERTAAN

Yuran Penyertaan* adalah seperti berikut: Peserta Umum **RM 450.00** Pelajar **RM 250.00**

**merangkumi kit bengkel, minum pagi, makan tengah hari, minum petang untuk 2 hari dan sijil penyertaan.*

BOOKMARK

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2nd National Symposium on Tourism Research

THEORIES & APPLICATIONS

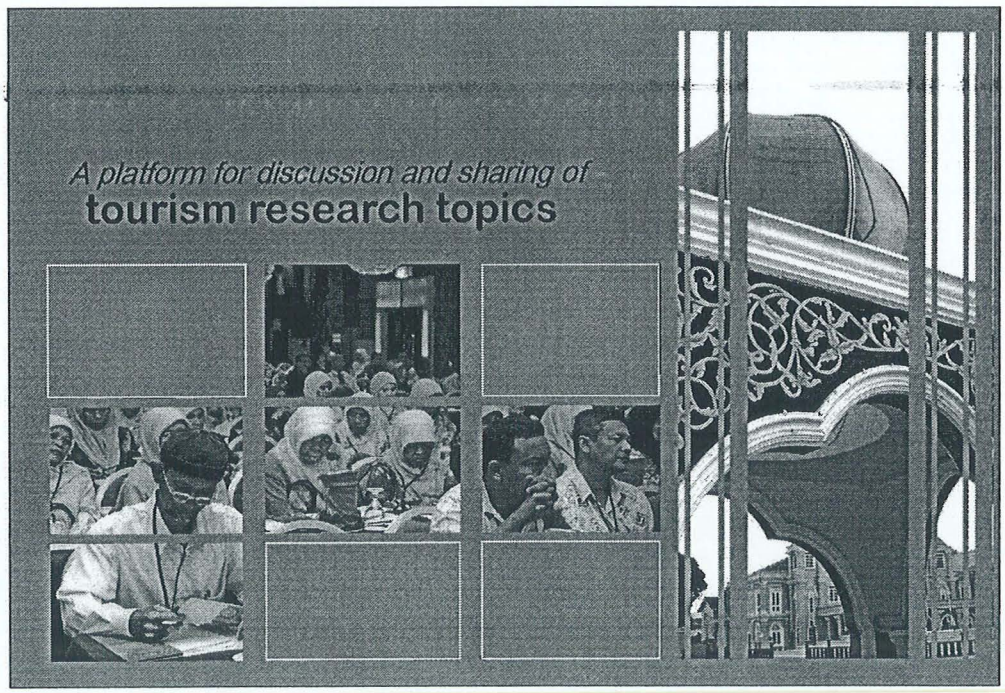
Submission Guidelines
Deadlines of Submission
Registration Fees
DOWNLOADS
Registration Form
Tentative Programme
Map to the Venue
Accommodation

RECENT UPDATES

Welcome to 2nd National Symposium on Tourism Research

NEW Second Announcement and Call for Papers

Dateline for Abstract submission is **April 30, 2009.**
Please submit your abstract to trci@usm.my or ctnurdiyana@gmail.com



ORGANISED BY:
Cluster of Tourism Research (CTR), Social Transformation Platform
with collaboration
Tourism Research Circle (TRC), School of Housing Building and Planning, Universiti Sains Malaysia

ENQUIRIES:

Symposium Chairman
Assoc. Prof. Dr. Badaruddin Mohamed
Email: bada@usm.my
Tel: + 604-653 2826

Secretariats
[1] Ms. Shida Irwana Omar
Email: trci@usm.my
Tel: + 604-653 2826
Fax: +604-656 4067

[2] Ms. Siti Nurdiyana Mohd.Farid
Email: ctnurdiyana@gmail.com
Tel: + 6019-431 4877
Fax: +604-657 6523

[3] Ms. Masitah Muhibudin
Email: masmuhib@gmail.com
Tel: + 6016-540 0970
Fax: +604-657 6523

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2nd Call for papers

RARC INTERNATIONAL TOURISM CONFERENCE 2008



"Knowledge Infrastructure Management for Tourism

3-4 November 2008, Penang, Malaysia
Institute of Graduate Studies (IPS),
Universiti Sains Malaysia, Penang, Malaysia.

Organized by:

School of Housing, Building & Planning **(Universiti Sains Malaysia, Malaysia)**
Rikkyo Amusement Research Centre (RARC) **(Rikkyo University, Japan)**
Rotterdam School of Management **(Erasmus University, The Netherlands)**

Focus of Conference

What do we mean by knowledge? How is knowledge actually processed within the context of tourism development, in the Asian region? And how is it embedded in processes of policy making, managerial coordination of regional and urban development, strategic implementation and marketing?

The main goal of the Knowledge Infrastructure Management for Tourism Conference 2008 is to encourage the exchange of views and search for solutions on balancing a fundamental dilemma in managing the development of Asian tourism: the function versus form issue, which often arise in the interaction between culture in relation to technology and tourism development in Asia. Hence, it seeks to address the above and other relevant questions to understand the key themes that underpin the enhancement and enrichment of knowledge by academicians, practitioners and professionals.

Adopting a thematic approach, including epistemologies of knowledge development, knowledge sharing and knowledge applications, this small scale gathering by invitation features a program comprised of 5 invited keynotes by 'thought leaders' both from industry and the research community, who hail from developed and developing countries. Each keynote 'kicks off' a specific track on a particular theme followed by relevant paper presentations that address critical issues and practices by academics, policy makers and industry practitioners. The conference is designed to stimulate inter-disciplinary discussions, offers networking opportunities and conclude with a 'manifesto' to render tourism development in Asia more sustainable.

Date and Venue

The conference will held on **3rd and 4th of November 2008.** It will be held in **Training Room, Institute of Graduate Studies (IPS)** within the garden campus of **Universiti Sains Malaysia**, Penang, Malaysia. The campus is located about 20 minutes from Penang International Airport.

Sessions

➡ 5 main sessions of 90 minutes. Each session consists of 5 invited speakers plus,

➡ 3 discussion papers (15 minutes per paper) in each sessions = Limited to 15 papers from Call for Papers.

Important Dates

➡15 September 2008 - Abstract Due for Submission

➡15 October 2008 - Full Paper Due for Submission

Submission of Abstract

Two pages abstracts or full papers should be sent as e-mail attachments (in MS Word) to Assoc. Prof. Dr. Badaruddin Mohamed, drbada@gmail.com or rarc2008@gmail.com by the 15th of September 2008. Abstract must be written in English.

**Authors of accepted abstracts must submit full papers by 15 October 2008

Accepted full papers will be initially distributed as discussion papers during the conference. These papers will be considered to be published as full proceedings by RARC after the conference. At least one author must register and present the research papers.

***Abstract Format Sample and Instruction click here to download*

Themes

"Knowledge Infrastructure Management for Tourism"

Sub-themes:

1. Sustainable growth and sense making
2. Knowledge transfer and diversity
3. Principles and practices
4. Knowledge and Technological Infrastructure
5. Connecting Communities through tourism
6. Others deemed relevant.

Conference Fees

RM150.00 for general participants (including paper presenters)
RM100.00 for students (Must show student ID during registration)
* Can be paid on registration day
* The conference fee covers the conference materials, meals and coffee breaks at the conference venue, Penang half-day city tours.

Accommodation and Transportations

Participants must arrange their own transportation to the hotels. Suggested nearby hotels are:

- Vistana Hotel (10 minutes from USM) +604-646 8000
- B-Suite: (10 minutes from USM) +604-646 7777
- Equatorial Hotel: (10 minutes from USM) +604-643 8111
- USM Guesthouse: (Walking distance) +604-653 2030

*A limited shuttle service will be provided by the organizer from Vistana Hotel & B-Suite to Universiti Sains Malaysia.

Downloads

Registration Form | Tentative Schedule | Abstract Format Sample and Instructions | Full paper Guidelines

Regional Conference on Tourism Research:

The State of the Art and its Sustainability

13-14 December 2010
University Conference Hall, USM Penang

Registration Form

Name: .....

Organisation: .....

Address: .....

.....

Tel. No.: ..... H/P No.: .....

Fax No.: ..... E-mail: .....

- ☐ General RM350.00 (Malaysian)
- ☐ General USD110.00 (International)
- ☐ Student RM150.00 (Malaysian)
- ☐ Student USD50.00 (International)

I will / will not* present a paper
(please delete where applicable).

Please return the completed form with payment to:

Secretariat
Regional Conference on Tourism Research (RCTR 2010):
The State of the Art and its Sustainability
Office of Research Platform
Social Transformation Platform
Building JO6, 11800 USM Penang, Malaysia

The fees include symposium proceedings (printed), lunch and refreshments.

Enquiries

Professor Badaruddin Mohamed
Conference Chairman
Regional Conference on Tourism Research (RCTR 2010)
Office of Research Platform
Social Transformation Platform
Building JO6, 11800 USM Penang, Malaysia
Email: bada@usm.my
Tel: + 604-653 3081
Website: www.usm.my/pelantar
or

1. Mr. Muhammad Nasrul Abu Bakar
   Tel : + 604-653 3093
   Fax : + 604-658 4149
   Email : mnasrul@notes.usm.my

2. Ms. Nur Ruzanna Jaafar
   H/P : + 6017-522 3077
   Fax : + 604-658 4149
   Email : zanna@notes.usm.my

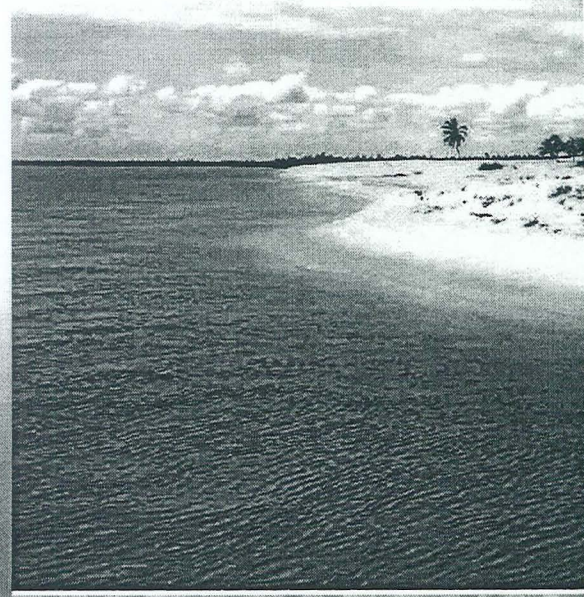
3. Mr. Mohd Fazrul Zainal Arbidin
   H/P :+ 6017-257 9584
   Fax : + 604-658 4149
   Email : fazrul@notes.usm.my

USM Universiti Sains Malaysia · SocTrans Social Transformation · IMT-GT

Call For Papers

Regional Conference on Tourism Research (RCTR 201
The State of the Art and its Sustainability

13-14 December 2010
University Conference Hall, USM Penang



Organised by:
Social Transformation Platform
Cluster of Tourism Research (CTR)
Universiti Sains Malaysia Penang, Malaysia

RESEARCH CONFERENCE

April 16-17, 2010 Kuala Lumpur, Malaysia

Joint-Organizers:
Universiti Sains Malaysia & Berjaya University College of Hospitality



THE ORGANIZERS

The School of Housing, Building and Planning, Universiti Sains Malaysia, and the School of Tourism, Arts and Culture Management, Berjaya University College of Hospitality will jointly organize 'International Graduate Tourism Research Conference', on April 16-17, 2010. The conference venue will be at Berjaya University College of Hospitality, Level 11, West Wing Berjaya Times Square, No 1 Jalan Imbi, 55100 Kuala Lumpur.

CONFERENCE OBJECTIVES

The main objective of the conference is to encourage inter-disciplinary and comparative approaches to the study of tourism and hospitality, and towards the end, promote scholarly cooperation and collaborative research among universities and with external agencies. In meeting the above objective, the conference is expected to provide a platform for stimulating inter-disciplinary discussions, enhancing knowledge and experience, and expanding network of participants, who are mostly postgraduate students, graduate students, and researchers, both local and foreign, in tourism and hospitality.

WHO SHOULD ATTEND

- Research students with interest in tourism and hospitality
- Postgraduate students in tourism and hospitality
- Academics and educators in the field of tourism and hospitality
- Government officials involved in tourism and hospitality
- Government policy makers and national organization officials
- Tourism researchers, industry practitioners and consultants
- Individuals with interest in tourism and hospitality

CALL FOR PAPERS

This conference aims to cover a variety of topics related to tourism industry. The organizer is inviting research papers, working papers, industry initiatives, graduate and postgraduate students' research proposals with relevance, but not limited, to tourism and hospitality issues.

SUBMISSION GUIDELINES

Prospective authors are invited to submit one page abstract of proposed paper for the selection process. The abstract (150-250 words) should be written in English which includes name(s) of author(s), affiliation, postal and email addresses, and send to tourism.usm@gmail.com. All accepted papers will be published in the conference proceedings, under an ISBN reference, in CD-ROM support.

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Sekian, terima kasih.

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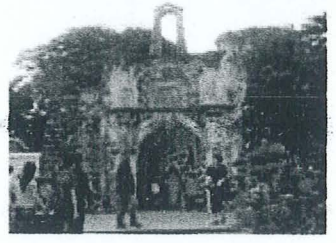
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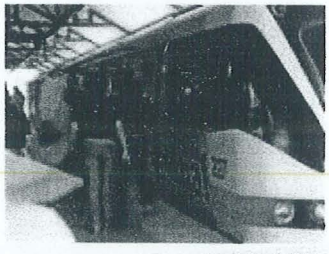
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CHAPTER 1

INTRODUCTION

1.1 An overview of urban tourism development around the world

Tourism in large cities like Paris, London, Rome and New York is not a new tendency as all of them existed for a long time (Shaw and Williams, 1994). The development of urban tourism has increased in a significant way around the world since the decade of the 80's, (Valdez, 2000) which it has been considered as activities that can be incorporated in local programming of financial activity and harmoniously join the promotion of local evolution by the authority of since early of 1980 (Voultsaki, 2000). Therefore, since that, all larger cities in the United States are almost being promoted with tourism by aggressively reconstructing their physical environments, including conversion of land use, restructuring of downtown economies and land use by a huge urban renewal clearance projects (Judd, 1995).

Then, since the early 1990s, European towns and cities have shown an increased interest in developing cultural tourism strategies as wheel for urban economic growth (Riganti and Nijkamp, 2000). As the must-see heritage attractions are accessible easily, thus world cultural tourism is clustered in European urban areas customarily (Ivanovic, 2008). On the other hand, an established of travel, transport industry and infrastructure has influence Europe to lead world tourism flow continuously (Boniface and Cooper, 1994) and retained its status as the most visited region in the world for decades (Ivanovic, 2008).

However, according to Karski (1990) in Edwards, Griffin, Hayllar (2008), urban tourism does exists since the urbanization phenomenon of Mesopatamia and Sumeria were generated when people tends to drawn to towns and cities just to visit and experience a diversity of things to see and do. Nowadays, realizing the importance of tourism to urban economy, many cities are promoting with tourism including cities in Malaysia. Besides, marketing strategies is greatly related for the development of new forms of urban tourism (Shaw and Williams, 1994).

Moreover, the efforts by creating of marketing organizations and key slogans have been practice by many cities to illustrate a positive image to potential visitors (Shaw and Williams, 1994). Thus, it is important for tourism marketers to market the products by identifying the potential tourists need and desire from the visiting experience (Bonita, 2006). As we can see today, it has been practiced by most important cities like London, Paris, and New York besides other new developing city like Dubai. As such, those destinations are successful to attract a great number of tourist arrivals and receipts.

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As shown in Table 1, London remained the first rank for the whole three years although the received decreased number of tourist arrival. Besides London, Paris, Dublin, and Barcelona for instance are among Major European affected cities that emerge in the declination of tourist arrival in 2008 due to global economic recession. Besides that, cities in Asia like Bangkok, Singapore, Hong Kong, and Seoul also experienced the declination. On the other hand, the numbers of arrival in other cities like New York, Kuala Lumpur, Istanbul, Antalya, Mecca and Shanghai, were increased.

Table 1: Top 20 most visited cities by estimated number of international visitors from 2006 to 2008

Rank	2006		2007		2008	
	City	'000	City	'000	City	'000
1	London	15,640	London	15,340	London	15,033.2
2	Bangkok	10,350	Hong Kong	12,057	New York City	10,786.1
3	Paris	9,700	Bangkok	10,844	Bangkok	10,209.9
4	Singapore	9,502	Singapore	10,284	Singapore	10,115.6
5	Hong Kong	8,139	Paris	8,762	Kuala Lumpur	8,935.0
6	New York City	6,219	New York City	7,646	Paris	8,375.0
7	Dubai	6,120	Antalya	7,292	Antalya	8,295.6
8	Rome	6,033	Toronto	6,627	Dubai	7,584.5
9	Seoul	4,920	Dubai	6,535	Hong Kong	7,290.4
10	Barcelona	4,695	Istanbul	6,454	Istanbul	6,682.7
11	Dublin	4,469	Rome	6,123	Mecca	6,586.0
12	Bahrain	4,418	Barcelona	5,044	Miami	6,532.5
13	Shanghai	4,315	Seoul	4,994	Toronto	6,406.2
14	Toronto	4,160	Shanghai	4,800	Rome	6,245.5
15	Kuala Lumpur	4,125	Dublin	4,627	Shanghai	5,764.3
16	Istanbul	3,994	Kuala Lumpur	4,403	Los Angeles	5,072.2
17	Madrid	3,921	Pattaya	4,387	Las Vegas	4,920.9
18	Amsterdam	3,901	Mecca	4,200	Barcelona	4,906.3
19	Mecca	3,800	Moscow	4,050	Dublin	4,538.0
20	Prague	3,702	Macau	3,953	Amsterdam	4,527.0

Source: Euromonitor (2007, 2008, 2009)

Although the rank are differ from each other, but most of the well-known cities in the world were on the top ranked. Why those cities can be the most visited tourist worldwide? Is it because they are very attractive? Alternatively, because the

existence of a systematic urban tourism system? If it does, what constitute urban tourism system? This issue will be discussed precisely in the next chapter.

This research presents a combination between theory and practice of urban tourism around the world by emphasizing the development in Malaysia particularly. Successful stories from urban tourism destinations will be referred as to identify their secret recipes for becoming a dream destination among tourist. Therefore, this study would determine the components of urban tourism system and review methodologies in urban tourism research used in assessing urban tourist as to develop a quality urban tourism in Malaysia.

This chapter will outline the general idea of this research that consists of problems statement, research questions, objectives, scope of research, the significance of the research and the overall structure of this research.

1.2 Research Background

Bonita (2006) had put emphasised on the importance of conducting research as to ensure a success tourist attraction of a city. For that reason, urban tourism has emerged as a significant and distinctive field of study during the 90s (Pearce, 2001). Although many books have referred to cities as visitor destinations, however this has seldom moved beyond case study description (Buhalis, 2001). For examples, studies on city level are very important in creating particular urban characteristics and providing some integration across themes (Pearce, 2001), which is very useful for a comprehensive urban tourism development.

Study by Pearce (2001) had developed a framework for a comprehensive urban tourism study. The framework consists of a matrix by considering the two axes as the themes and the scale as methodology of the study (See Figure 1). The key themes to be addressed in cities consist of demand, supply, development, marketing, planning, organization, operations, and impact assessment. Then, the scales are site, district, citywide, regional, national, and international. Furthermore, the development of a comprehensive urban tourism needs to conduct few analyses at a range scales that includes the level of the city, tourist district and tourist sites (Pearce, 2001).

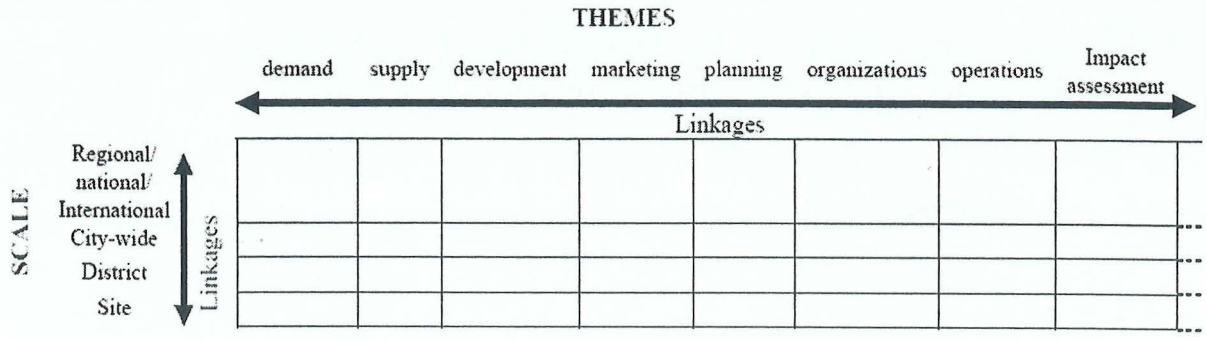


Figure 1: An Integrative Framework for Urban Tourism Research
Source: Pearce (2001)

Whilst emphasis on linkages that highlights the need for coordination and cooperation between scales and different themes, the chart also may assist in showing the involvement of various issues and parties. For instance, what are the connections between the agencies, organizations, and individuals responsible for promoting the city, planning transport infrastructure, managing various attractions, and operating tourism businesses? Then, the identification of research question through the application of this framework becomes more systematic by reviewing the spatial scale aspect of urban tourism (Pearce, 2001).

Subsequently, as proposed by Bonita (2006), the research issue of urban tourism study consists of segmentation, motivation, satisfaction, product and promotion (See Table 2). These issues are significantly related towards enhancing tourism marketing of a city, which should be integrated as to develop a wide-ranging of urban tourism study.

Table 2: Research Issue

Issue	Purpose
Segmentation	Composition of tourist market segments
Motivation	Reasons for purchase
Satisfaction	Degree product meets expectations
Product	Improvement of product
Promotion	Effectiveness of different promotional methods and media

1.3 Problems Statement

Although tourism in great cities like Paris, London, Rome, and New York is not a new trend, however it is difficult to document the scale and importance of urban tourism in a comparative context since few statistics exist (Shaw and Williams, 1994). Basic element in tourism analysis like visitor segmentation particularly the visitor characteristics to tourism areas for instance are small in numbers (Maitland, 2008). In particular, many tourism cities either large or small fail to understand few elements

such as the reasons of visit, the links between the various motivations and the reasons are attracted to cities (Hall and Page, 2002) and "what they enjoy in visiting the city and how they use it" (Maitland, 2008) are still less for discussion.

Moreover, as the definition of the core product will vary which depends on the targeted tourist segment, then the process of analyzing a city is complex (Bonita, 2006) and analyzing the demand of urban tourism is difficult (Sharpley, 2006). Furthermore, detailed examination of tourist behavior as they arrive in a city, travel around within it, and visit particular sites will provide insights into the ways in which particular places are linked together, of how tourism districts function (or not), and what interaction occur, yet largely unexplored (Pearce, 2001). Besides, less attention to others who might seek different urban experience (Maitland, 2008).

Those findings are significantly important to evaluate the demand and supply of urban tourism (Sharpley, 2006 and Suh and McAvoy, 2003). Thus, more research on tourist behaviour pertaining to demand and supply of urban tourism needs to be conducted (Suh and McAvoy, 2003) in which the demand for urban tourism can be evaluated through the identification of tourist profile, motivation factors, preferred activities and so on (Sharpley, 2006).

Although tourism analysis is significantly important in planning and development of urban area, however, research on urban tourism is rarely conducted particularly in Malaysia. Therefore, this research attempts to identify, evaluate, and investigate the development of urban tourism in Malaysia particularly in Kuala Lumpur, Penang and Malacca.

1.4 Research Question

In general, issues that form the basis of this research background is based on few basic question words; what, why, when, where, who and how (See Table 3).

Table 3: Research Background according to question words

Question Words	Questions
What	What is urban tourism?
	What is the relationship between tourism and urban development?
	What are the elements of urban tourism?
	What are the characteristics of urban tourist?
	What are the researches done on urban tourism?
	What constitute the development of tourism in urban areas? What are other factor influencing the system?
	What are supporting factors and infrastructure needed to sustain tourism growth?

Why	Why study on urban tourism is important?
When	When tourism has been promoted in city centre?
Where	Where are the well-known urban tourism destinations in the world?
Who	Who are urban tourists? Who did research on urban tourism? Who is going to use this research?
How	How many tourists in a particular urban destination? How does the existing urban system affects the development of tourism? How urban tourism in Malaysia is managed?

Source: Adapted from Sciencebuddies, 2009

These questions will be discussed and analyzed as to further identify the answers. Therefore, the objectives and scope of research

1.5 Objectives

The main goal of this research is to

1. To study on urban tourism system in Malaysia
2. To analyze supporting tourist infrastructure and the management aspects of Malaysian urban tourism
3. To study characteristics of urban tourist in selected cities in Malaysia

1.6 Scope of Research

Although there are many issues pertaining urban tourism, the research is however being limited to certain subject as to answer the following research scopes:

i. Researching the urban tourism development policies and programs at the state and national level.
ii. Identification of existing urban tourism products in Malaysia and highlighting the strenghts, weaknesses, opportunity and threats.
iii. Analyzing the characteristics of urban tourists in Malaysia urban centre.
iv. Analyzing the travel pattern of urban tourists.
v. Analyzing the image of selected urban destination in Malaysia
vi. Evaluating the level of services of the existing urban tourism products, infrastructure, facilities and the supporting facilities among urban tourists.
vii. Evaluating the tourists perception and their level of satisfaction based on various aspects such as image, attraction uniqueness, quality of services and local hospitality.

1.7 Significance of the Research

In general, urban tourism has significant correlation with sustainable urban development in terms of economic benefits, improving the quality of living environment, as well as sustaining the urban area as tourist destination. Besides, in order to prevent and reduce the negative impacts of tourism, the current conditions of tourism should be continuously monitored in order to ensure that metropolitan areas do not lose or damage what originally attracts tourism to the city (Sun, 2007).

Therefore, sustaining of the natural capital, the elements of the core attractors, the supporting factors besides managing and maintaining the infrastructure are important as to sustain the market and economic competitiveness (Ritchie and Crouch, 2003). For that reason, "a thorough analysis of the city as a product is essential to developing a successful marketing strategy to attract tourists" (Bonita, 2006).

However, effecting marketing and management requires a deep understanding of segmentation. Tourism market can benefit from segmentation as a considerable instrument in planning marketing strategies. Thus, it is important for tourism marketers to market the products by identifying the potential tourists need and desire from the visiting experience (Bonita, 2006). Accordingly, there is a great demand for recognizing needs, limits, and characteristics of human in tourism study. The analyses are significantly important to evaluate the demand and supply of urban tourism.

Then, by identifying the strengths of urban tourism, Hinch (1996) claimed that it could contribute to the sustainability of the city with a consideration on the maintenance of a sense of community within the urban destination even though it cannot increase in the long term. Nevertheless, bear in mind that a decline in visitors can result when potential tourists perceive the city no longer as an attractive destination (Bonita, 2006).

In agreement with Edwards et al. (2008), "developing a research agenda that can result in the provision of guidance to the industry on how to more effectively develop, manage, and market urban tourism destinations is important to the long-term sustainability of tourism in these settings" (p.134). Thus, this research is perhaps to be used to further understand the behaviour of tourists like travel pattern, trip characteristics, and others, which is significantly important for marketing and promotion as to attract more tourists to urban destination in Malaysia.

1.7 Structure of the Report

In overall, this report consists of eight chapters. The first chapter presents the overview of the research, which briefly discuss on the phenomena of urban tourism development worldwide. In addition, this chapter covers the scope of research, its significance, and briefly explanation on the overall structure of the report. Then chapter 2 focuses on the fundamental elements of urban tourism for further understanding of the subject matter. It would define urban tourism, the system, products, and the characteristics of tourist in that area. In this chapter, numerous examples of successful urban tourism destination are presented with Singapore as a case study. Meanwhile, the third chapter outlined the methodology of the research. Then, chapter 4 elaborated on the background of the study area. In general, the history, present and future prospects of tourism development on that particular area will be discussed. It follows by research analysis in chapter 5 and research findings in chapter 6.

1.8 Conclusion

In short, this chapter has outlined the gist of the research that consists of problem statement, objectives, scope of research, and the significance of the research. As suggests by Zamalia (2009), the broad problem area would be narrowed down to specific issues for investigation after the researcher gathers some preliminary data.

This research would be applied towards enhancing and strengthening tourism development in Malaysia particularly in urban or city centres. Besides, it would be a platform to create a strong image for our cities to attract more tourist visitation. Then, for further and enhanced understanding of urban tourism, various perspectives of the subject matter will be discussed in the following chapter.

CHAPTER 2

UNDERSTANDING URBAN TOURISM

2.1 Introduction

In the previous chapter, the development of urban tourism around the world was discussed generally. This chapter puts emphasis on literature review for further understanding on urban tourism. In depth discussion will be focused on the specific elements such as the definition, the relationship between urban and tourism development, the system, the characteristics of urban tourism, the characteristics of urban tourist, products, and so on. Therefore, various studies related with urban tourism will be reviewed.

Moreover, the importance of urban tourism research to countries, entrepreneurs, local residents, and others will be discussed too. In addition, the perspective on urban tourism around the world will be reviewed, particularly in developed countries and Asia with Singapore as a case study. This study aims to identify more elements that make an urban destination as a successful or attractive tourist destination.

2.2 The Development of Urban Tourism: The Relationship between urban and tourism development

Cities exist in a complex political environment formed by economic changes, national policies and the actions of other cities (Judd, 1995). "An increasingly urbanized world; today close to half the world's population live in urban centers, and the proportion is expected to continue growing as an increasing amount of the world's economic activities concentrate in urban centers" (McGranahan & Satterthwaite, 2003, p.44) including tourism. Therefore the number of metropolitan cities (cities with populations over 10 million) are projected to increase by the year 2015 from the current 20 to 26 (Ivanovic, 2008).

Two factors namely advanced telecommunications and efficient transportation and communication infrastructure have been identified as major influence of globalization and the growths of large (McGranahan and Satterthwaite, 2003). In addition, profiting from the air industry development, the investment in infrastructure as well as iconic buildings, cities nowadays become a key driver of growth in the tourism industry (Bremner, 2007). Moreover, various functions and activities have become concentrated in towns and cities, thus they becomes a central places to service the needs of visitors such as meeting places, tourist gateways, accommodation and transportation hub (Hall and Page, 2002), that link the region with the arterial highways, ferries, fast train systems and air transportation (Page, 1994).

Rapid urbanization however, would bring various impacts both positive and negative side. In terms of direct economic benefits, Sun (2007) mentioned that this include the increase of new jobs opportunities, business and investment, increase tax revenues, increase incomes to the residents and additional resources to fund the conservation and development of cultural and heritage attractions which have been experienced mostly by cities in the North America and Europe.

Furthermore, the functions of capital cities are significant for tourism because of their cultural, heritage and symbolic roles and thus they represent a special case of urban tourism (Hall and Page, 2002). Moreover, "the concentration of arts and cultural institutions will therefore have implications for the travel and activity behaviour of culturally interested tourists as well as contributing to the image of a city as a whole" (Hall and Page, 2002, p.189). Besides, it attracts domestic and international visitors' trips for holiday, business, and conference (Shaw and Williams, 1994).

Therefore, "it has always been seen as places that provide excitement and new experience" (Bonita, 2006. pg 22). Consequently, Hall and Page (2002) claimed that "most tourists will experience urban tourism as their trip will contain some visit to urban area such as departs from major gateway in a city, arrives at a gateway in another city-region and stays in accommodation in an urban area" (p.160).

However, excessive tourists' arrivals in a city or region can cause damage to the destination's cultural and historical attractions (Jamieson, 2002). And also, at its worst, urban tourism has the potential to not only self-destruct but also to act against the sustainability of the city (Hinch, 1996). Although some destinations may last longer than others, but in the end, the destination's ability to appeal to an ever-demanding, ever-consuming market will decline to an uncompetitive level (Rictchie and Crouch, 2003).

Therefore, sustaining natural capital, the elements of the core attractors, and the supporting factors besides managing and maintaining the infrastructure are important as to sustain the market and economic competitiveness (Ritchie and Crouch, 2003). Moreover, well-management of tourism in metropolitan areas is necessary as it can generate various benefits to residents' lives of the destination and the conditions within the city, which have been demonstrated by the North America and European cities (Sun, 2007).

However, McGranahan and Satterthwaite (2003) claimed that there is little discussion on the role of urban policies and urban management in meeting sustainable development goals. By giving few examples, McGranahan and Satterthwaite (2003) found that most of the global reports on sustainable development produced by the international non-governmental organizations, or agencies of United Nations (UN) had little detailed consideration to the role of urban policies and the urban governance

structures to implement sustainable development goals. Besides, they often give little attention to the scale of unmet needs in urban areas.

So how does a country sustain a city as a tourist destination? Various perspective of urban tourism will be discussed further towards an understanding of the subject matter.

2.3 Definition of Urban Tourism

In general, urban could be defined as typically designated areas with a certain population size or population density. More specifically, the United Nations (1968) defined an urban area as one with more than 20,000 people (as cited in Edwards et al, 2008). Then in 2005, United Nations Statistics Division (UNSTAT) compiled various definitions of 'urban' from each country in the world (See Table 4).

Table 4: Definition of urban from selected countries

Country	Definition
United States of America	Agglomerations of 2500 or more inhabitants, generally having population densities of 1000 persons per square mile or over. Two types of urban areas: 1) urbanized urban areas of 50 000 or more inhabitants 2) urban clusters of at least 2500 and less than 50 000 inhabitants
England and Wales	An extent of at least 20 hectares and at least 1,500 census residents. Separate areas are linked if less than 200 metres apart. Included are transportation features.
Japan	City (shi) having 50 000 or more inhabitants with 60 percent or more of the houses located in the main built-up areas and 60 percent or more of the population (including their dependents)engaged in manufacturing, trade or other urban type of business. Alternatively, a shi having urban facilities and conditions as defined by the prefectural order is considered as urban
Malaysia	Gazetted areas with population of 10 000 and more

Source: United Nations Statistics Division (2005)

Meanwhile, according to (Edwards et al, 2008, pp. 1036), urban can be defined as

> A place that possesses the following elements: a strong and broad economic base that is serviced from multiple cores for major business and professional activities; a significant public transport network that acts as a gateway to other areas; a significant population with a workforce that commutes to and from the multiple cores; and long term planned development. This functional and physical environment is characterised by a perception that the urban landscape is a web in which many individuals and groups have social, cultural, political and economic relationships.

Furthermore, urban areas with multiple cores and hard boundaries are more common to grow rapidly and through a step by step development rather than undeveloped open space (McIntyre et al., 2000). How can tourism in those areas be defined? and, how different is it from other aspects of tourism in general? Generally, urban tourism is a combination of several types of tourism. Therefore, "it is best defined as the overlap area between a numbers of adjectival tourisms" (Ashworth, 2009, p.208) like heritage, business, and special interest tourism (see Figure 2).

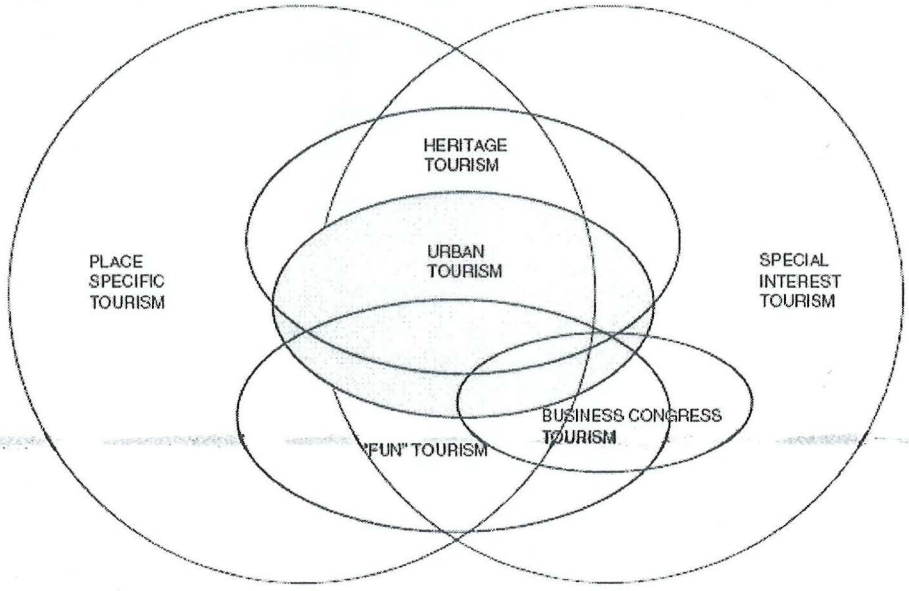


Figure 2: Types of tourism
Source: Ashworth (2009)

According to Law (1992), urban tourism is "the phenomenon of tourism in older industrial (or non-tourist) cities" (p.599). Two years later, Law identified that "Urban tourism is a complex of activities which are interlinked in a particular milieu and enable cities to attract visitors" (Law, 1994, p.14). Then in 2002, Law simplified the definition as "tourism in urban areas". However, it is not totally based on visits to well-known urban destinations such as Paris, London and New York (Ivanovic, 2008).

Moreover, "Urban tourism is not merely tourist activities that occur in cities. It is both a particular sort of tourism as well as an integral, traditional and proper part of urban life" (Ashworth, 1989, p.50). "It is the set of tourist resources or activities located in towns and cities and offered to visitors from elsewhere" (EC, 2000, p. 21).

On the other hand, urban tourism as defined by Voultsaki (2000) is,

> Tourism activity developed in an urban center which has the appropriate tourism infrastructure and hyper-structure and those natural, historical and cultural elements that render it an attraction pole for tourists, by supplying the possibility for production and consumption of products and services. (p.2)

Table 5: Definition of Urban Tourism

No	Author	Definition
1	Ashworth (1989)	"Urban tourism is not merely tourist activities that occur in cities. It is both a particular sort of tourism as well as an integral, traditional and proper part of urban life" (p.50).
2	Law (1992)	"The phenomenon of tourism in older industrial (or non-tourist) cities has been termed urban tourism" (p.599).
3	Law (1994)	"Urban tourism is a complex of activities which are interlinked in a particular milieu and enable cities to attract visitors" (p.14).
4	European Commission (2000)	"A broad definition suggests that urban tourism is the set of tourist resources or activities located in towns and cities and offered to visitors from elsewhere" (p. 21).
5	Voultsaki (2000)	"Tourism activity developed in an urban center which has the appropriate tourism infrastructure and hyper-structure and those natural, historical and cultural elements that render it an attraction pole for tourists, by supplying the possibility for production and consumption of products and services" (p.2).
6	Law (2002)	Tourism in urban areas
7	Ashworth (2009)	"The overlap area between a numbers of adjectival tourisms" (p.208)

2.3 The importance of urban tourism

"Cities are clearly important to tourism, but how important is tourism to cities?" (Nas and Houweling, 2000). As claimed by Ashworth (2009), although tourism relies on cities, however, cities are not depending on tourism. However, due to its contribution to the economy of a city, tourism has positive effects on development of cities, considering that tourism is just one of the many functions in a multifunctional city (Ashworth, 2009). For example, tourist arrivals in a city may be useful towards the provision of hotels, tourist facilities, and infrastructure.

Furthermore, "the failure to consider tourism as a specifically urban activity imposes a serious constraint that cannot fail to impede the development of tourism as a subject of serious study" (Ashworth, in Edwards et al. 2008). Due to loss of business and industry, the city may decide to focus on developing tourism as a way to diversify the economy (Bonita, 2006).

In some cases, tourism can be a fundamental strength for redevelopment and revitalization of inner city (Inskeep, 1991), a great potential contribution on the regeneration of declining industrial urban centres (Hall, 1987) and can also "play an

important role in urban revival and economic regeneration in de-industrialised run-down urban areas" (Ivanovic, 2008, p.87). Apart from that, it is also significant in strategizing the economic development in many older cities, from manufacturing to service economy (Inskeep, 1991). Therefore, policy-makers at all levels have seen it as a major catalyst for urban regeneration (Shaw and Williams, 1994).

As noted by Selby (2004), to differentiate a city with its close competitors, "an attractive place to visit tends to be an attractive place to live and work. Tourism has therefore become an important component of economic development" (p. 10). It would result to broadening of the tax base and creating more opportunities for residents and businesses. As a benefactor of income and employment generator, tourism is very significant towards enhancing the development of urban facilities and services, such as contributing for historic preservation and infrastructure improvements (Inskeep, 1991). In addition, "tourism has significant impacts on urban form" (Fainstein and Gladstone, n.d, p.31).

2.4 The Characteristics/ Elements of Urban Tourism

A city not only serves as a destination but also acts as an important link among destinations within a trip by providing critical infrastructure, transportation facilities, information services and so on (Hwang et al., 2006). Therefore various tourism studies defined the relationship between tourism and transport in terms of accessibility with the consideration of transport as a link between tourist generating regions and tourism destination regions (Prideaux, 2000). Meanwhile, primary examples of tourism superstructure have been constructed to support visitation and visitor activities which includes the provision of airports, railroads, roads, drives, parking lots, parks, restaurants, shopping centers and so on (Geoldner & Ritchie, 2006).

Moreover, accessibility is a vital consideration for tourist development, especially for business travel (Boniface and Cooper, 1994). Therefore, the issues of accessibility and efficient transportation system are crucial in attracting travellers to visit other various tourism products in cities or towns. However, such users and the facilities to supply their needs, define a whole range of different types of city (Shaw and William, 1994). Thus, Edwards et al. (2008) claimed that "urban tourism is distinguishable from other forms of tourism by a number of features that, while they are not applicable to every urban destinations and may be applicable to some non-urban destinations; characterize urban destinations as a whole" (p.1033).

In general, the existence of many economic activities within a city resulted in a competition with other industries resources such as labor while land becomes one of distinguishing characteristic of tourism in an urban context (Edwards et al., 2008). Other than that, it is an extremely different observable fact in at least three different ways (Shaw and William, 1994). The first concerns the very heterogeneous nature of

urban areas themselves, distinguished as they are by size, location, function, and age. The other two dimensions are associated with the sheer variety of facilities offered together with the fact that such facilities are very rarely solely produced for or consumed by tourist but by a whole range of users (Ashworth and Tunbridge, 1990, p.52).

Meanwhile, as suggested by Ashworth (1992) in Pearce (2001), the setting and the related activities of that particular place are the main two factors that would assist to determine the existence of urban tourism. Then, Pearce (2001) listed four qualities of cities; high physical densities of structures, people, and functions; social and cultural heterogeneity; a multifunctional place for economic activities; and a physical centrality within regional and interurban networks. All those qualities are very significant towards a quality urban tourism development as major towns and cities in Europe and United States.

Furthermore, the sense of place, which reflects the unique atmosphere and personality that is created by a combination of the people, buildings, famous icons and locations, nightlife and history become one of the most important aspect of a city destination (England Research, 2005). Other than that, concentration of arts and cultural institutions will therefore have implications for the travel and activity behaviour of culturally interested tourists as well as contributions to the image of a city as a whole (Hall and Page, 2002, p.189). According to EC (2000), urban tourism includes activities such as:

- Leisure tourism linked to the particular features of urban areas;
- Business tourism linked to the economic, social and cultural vitality of towns and cities;
- Conference tourism linked to the facilities available in and the image of towns and cities.

According to Murphy (1992), urban tourism is dealing with visitor and resident as two different markets. Therefore, marketing is becoming an essential component in the survival and development plans of many urban-cultural organizations that are attempting to broaden their appeal and market to both residents and visitors (Murphy, 1992). In addition, the success of urban tourism destinations largely depends upon the ability of cities and towns to deal successfully with problems related to traffic, pollution, lawlessness and unemployment (EC, 2000).

Figure 3 shows the overall attractiveness of an urban destination which consists of five main components. The details for each component were listed in Table 6.

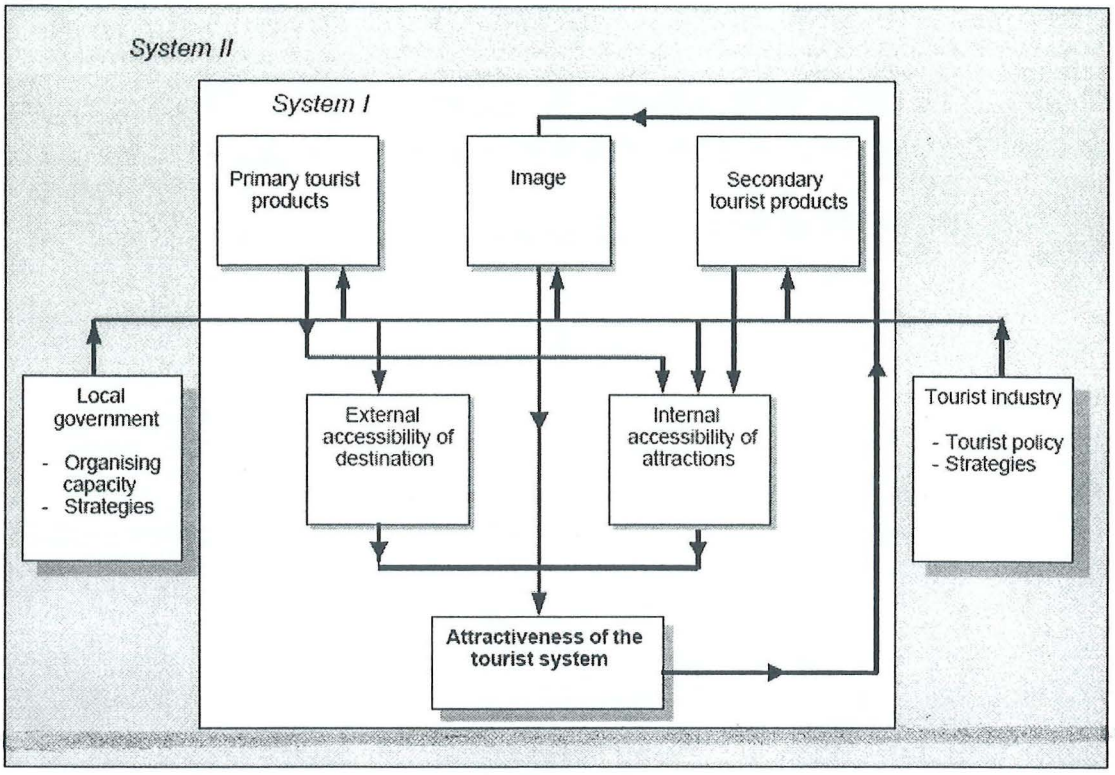


Figure 3: A model of the overall attractiveness of an urban destination.
Source: Van den Berg et al., (1995)

Table 6: Attractiveness component of urban destination

Component	Description
1. Primary tourist products	Represent the main reasons for a visit to the locality.
2. Secondary tourist products	The quality of the secondary or complementary products.
3. Image	The image of the destination
4. External accessibility	The effort required to reach the destination
5. Internal accessibility	The ease of wandering around the destination and reaching the various attraction points during the stay. Both external and internal accessibility are connected with the accessibility of the destination

Furthermore, all of the above components can be improved through deliberate actions by the industry and the government (Russo and van de Borg, 2002). In review of Law (1993) and Van den Berg et al., (1995), Russo and van de Borg (2002) discovered that tourist strategies focus almost exclusively on single attractions and on external accessibility in practice, while the internal accessibility and the other elements of competitiveness do not receive adequate attention (Russo and van de Borg, 2002).

2.5 Demand and Supply of Urban Tourism

According to Ashworth (1989), "tourism supply and demand was directly related with other urban facilities and activities" (p. 34). As mentioned by Sharpley (2006), the demand for urban tourism can be evaluated through the identification of tourist profile, motivation factors, preferred activities and so on. Focusing on European cities, Burtenshaw, Bateman and Ashworth (1991) mentioned that, the functional areas within tourists' city are related to demand side (tourists) and supply side of resources for urban facilities and services. The demand of consumers could be divided into city residents, city-region residents, tourists (pleasure visitors), conference visitors and people working in the city.

Usually, competition of demands for urban tourism development occurs at the planning stage, in particular prime area for hotels, offices, retail, residential developments and so on (Inskeep, 1991). In depth analysis from various perspective; ecological, political, social, cultural, and other factors in the external and internal environments is therefore required (Jamieson, 2002). On the other hand, Sharpley (2006) suggested that demand for urban tourism can be evaluated through the identification of tourist profile, motivation factors, preferred activities and so on.

However, as cities and town are multifunctional and purposes of visit varies, analyzing the demand of urban tourism is difficult (Sharpley, 2006). Also, identifying the range of city dimensions that would have tourism potential becomes one of the great challenges in urban tourism development (Jamieson, 2002). Thus, to achieve maximum integration of tourism development and rational decision of any land use conflicts, a comprehensive urban tourism plan should be prepared (Inskeep, 1991). The procedure should begin with survey, land use mapping, evaluation of tourist attractions both primary and secondary, market analysis ad the identification of necessary improvement (Inskeep, 1991).

As suggested by Inskeep (1991), the evaluation procedure also should consider the environments, includes the following elements (pp.238-239):

* Visual quality of architecture and character;
* Extent of parks, open space and landscaping;
* Views and vista offered;
* Extent of traffic and pedestrian congestion;
* Cleanliness of the environment and extent of littering;
* Any serious problems of air, water and noise pollution;
* Any difficult climatic patters, such as extremely cold winters or very hot summers; and
* The extent ad type of crime and the general level of public safety.

Meanwhile, Ritchie and Crouch (2006) classified tourism supply components into four categories namely natural resources and environment, built environment, operating sector, spirit of hospitality and cultural resources. In particular, the supply of urban tourism can be classified into three main elements; primary, secondary and additional elements (Sharpley, 2006). The primary element covers a wide range of cultural, sports and amusement facilities besides leisure settings such as physical and socio-cultural characteristics. Secondary element includes market, shopping, hotel and catering facilities. Subsequently, the additional element consists of accessibility, parking facilities, information services and other tourist facilities (Sharpley, 2006).

Geoldner and Ritchie (2006) further claimed that the quality and quantity of supply components are critical factors in determining tourism's success. Therefore, the supply side of tourism requires deep understanding of the demand. This requires an understanding of tourists characteristics to develop the new tourist area in cities as well as focusing on how investing in new attractions to enhance the cities offer to visitors (Maitland, 2007). Although demand and supply are interrelated with the urban tourism product, nevertheless, "there is still lack of discussion about tourists specifically, and what they seek, enjoy and use in visiting the city" (Maitland and Newman, 2004).

Besides, many tourism cities either large or small fail to understand few elements such as the reasons of visit, the links between the various motivations and the deeper reasons are attracted to cities (Hall and Page, 2002) which are significantly important to evaluate the demand and supply of urban tourism (Sharpley, 2006 and Suh and McAvoy, 2003). Thus, more research on tourist behaviour pertaining to demand and supply of urban tourism needs to be conducted (Suh and McAvoy, 2003).

2.6 Urban Tourism Product

These days, cities offer substantial amounts of space to be consumed by tourists who visit urban destinations (Gospodini, 2001). Besides serving as gateways and staging areas to a region or country, cities like Paris, London, and Tokyo offer a wide range of attractions (Inskeep, 1991). The city can be thought of as having a core product (Bonita, 2006) and different product to its visitors, which include a variety of activities and experiences (England Research, 2005) like museums, theaters, historic places, architecture, shopping (Inskeep, 1991, Gospodini, 2001, England Research, 2005 and Bonita, 2006). In addition, the products also ranging from sports, music (England Research, 2005), the overall urban ambience and cityscape views (Inskeep, 1991), as well as the appeal of urban vitality (WTO, 1994).

Meanwhile, as cited from Valdez (2000), urban tourist product as defined by Jansen-Verbeke (1988) are historic buildings, urban landscapes, museums and art galleries, theatres, sport and events. She classified the elements of urban tourism in 'primary elements' (cultural facilities, physical characteristics, sports and amusements

facilities and socio-cultural features), 'secondary elements' such as hotel and catering facilities and markets and 'additional elements', that include accessibility, parking, information offices, signposts guides, maps, and others.

On the other hand, a city also contains physical goods such as the buildings (with their architecture), the parks, the streets, the monuments and even the transportation system. These physical goods will be an important component in developing the city's image, whether as a historical, traditional, or modern city. Another feature of the physical product is the city's geographic setting. Being located by a river, ocean, or mountains adds to the value of experiencing the city. "The cultural facilities and religious buildings are also an important component of the physical product" (Bonita, 2006, p.10). In particular, tourism resources of a city as classified by Law (2002), can be distinguished between primary, secondary, and additional elements (See Table 7).

Table 7: Elements of Urban Tourism Product

Elements of Tourism Product	**Category**	**Sub-category**	**Example of tourism product**
Primary	Activity Place	Cultural Facilities	• Museum & Art Galleries • Cinemas • Theaters and Cinemas • Concert Halls • Convention Centers • Other visitor attraction
		Sports Facilities	• Indoor and outdoor
		Amusement Facilities	• Night Clubs • Casinos and Bingo Halls • Organized Events • Festivals
	Leisure Setting	Physical Characteristics	• Historical Street Pattern • Interesting buildings • Ancient monuments and statues • Parks & Greens areas • Waterfronts (Harbor, Canal, River)
		Socio-Cultural Feature	• Liveliness of the place • Language • Local customs and costumes • Cultural heritage • Friendliness • Security

Secondary	• Accommodation • Catering Facilities • Shopping • Markets
Additional Elements	• Accessibility • Transportation and Parking • Tourist Information (maps, signs, guides)

Source: Law (2002)

However, not all places have the resources for tourism, nor would there likely be sufficient numbers of tourists to visit all these places if they did have some attracting power, resources could be wasted on trying to meet excessive competition (Inskeep, 1991).

2.7 Image of Urban Destination

According to (Bonita, 2006) such a city probably will already have an established tourism industry because its positive image attracts tourists. Tourists are willing to travel a great distance if the image is so attractive (Bonita, 2006). Therefore, one of the most important aspects of a city destination is its 'sense of place', or unique atmosphere and personality, that is created by a combination of the people, buildings, famous icons and locations, nightlife and history (England Research, 2005).

Since tourists have many different cities they can potentially visit, a city must carefully brand itself in the consumer's mind (Bonita, 2006.p.18). Thus, "cities have been forced to create tourism products that are unique and provide a more meaningful travel" (Chang, et al., 1996, p.289-290). The concentration of arts and cultural institutions will therefore have implications for the travel and activity behaviour of culturally interested tourists as well as contributing to the image of a city as a whole (Hall and Page, 2002, p.189).

Different destinations tend to accentuate themes peculiar to their culture and location as a way to differentiate themselves from competitors (Chang, Milne, Fallon and Pohlmann, 1996). Increasingly, having a positive image, which can be secured through good tourism and leisure facilities, has become a major factor dominating all other forms of leisure policy-making (Shaw and Williams, 1994).

According to Crompton et al. (1993) as cited in Valdez (2000), images constitute the foundation of the tourist destinations choice process. Thus, every city, as a tourist destination, can be considered as a global image, which is integrated by climatic factors, tourism infrastructure, tourism superstructure, services and cultural

attributes that the traveller shapes from his perceptions and his symbolic interpretation of this global image (Telisman-Kosuta, 1989).

Ideally, the process of developing the city's image into a brand should involve the participation of various stakeholders including government officials, tourism agencies, tourist attractions, managers of cultural venues, entertainment and hospitality, university officials, civic organizations, community groups and neighborhoods (Bonita, 2006). On the other hand, to develop a viable tourism industry particularly in cities with insufficient cultural assets, existing resources have to be promoted together with other tourist attractions like events, gastronomy, high quality infrastructure, regional networks (Russo & van de Borg, 2002).

2.8 Defining Urban Tourist/Urban Tourist Characteristics

Among the main objectives of this study is to identify the main characteristics of urban tourists. The characteristics of urban tourist may reveal their travel pattern, perception, motivation and socio-demographic variables. Tourists as consumers of urban area have different characteristics and categories. They could be seniors, the educated population, young people, business travellers; and the MICE (meetings, incentives, conventions and exhibition) market. Hence, different demands, motivation, decision making process and travel pattern will guide them to choose and select a travel destination.

Overarching understanding of tourists characteristics and related factors to this issue, will guide tourism marketers in promoting tourist destinations based on specific tourist's demand. Due to multifunction role of cities and variety of tourism products present in urban areas, it seems essential to study the characteristics of urban tourists as a specific segment looking to satisfy their needs and motivation in urban area boundaries.

Generally, significant numbers of tourist in urban areas are visiting for a primary purpose other than leisure, including business, conferences, shopping, and visiting friends and relatives (According to Chadwick, 1987 in Law, 2000, Blank and Petkovich, 1987 and Edwards et al., 2008). They may also visit a city and attend a cultural performance to receive the benefit of a quality arts experience that is not available at home (Bonita, 2006). Usually, the city consumers use a variety of resources in the city, for instance, historic sites and monuments, museum and galleries, theatres and concert halls, night clubs and red-light area, cafes and restaurants, shops and offices that together make a multi-function district (Yong, 2001). They first decided to travel and then found a location that provides the experience they desire. The decision of visit to a city also can be made without an extensive information search (Bonita, 2006).

Crompton (1979) modelled one popular topology for understanding travel motivation. He categorized motivation into two factors, push and pull. Based on this model, push factors explained the rationale or desire for travel and pull factors have been determined as attractions of destination. Among motivational studies, some have focused on different characteristics relating to different nations. The characteristics of urban tourist differ from various perspectives particularly, the origin. For example, a survey on British travellers who have visited North America, done by Sheauhsing et al. (1994) found that the urban travellers can be categorized based on the kind of tour (package and non-package) which they purchase. In terms of gender, female travellers are more willing to travel on package tours than male. Furthermore, package travellers tend to choose high quality restaurants, first class hotels, resorts areas, and guided tours to see everything while none-package travellers look into visiting a museum and historical sites, and pay more attention to local relevant issues such as the friendly local people and public transportation (Sheauhsing et al., 1994).

Meanwhile, according to report by the US Travel and Tourism Agency (1987), shopping and taking pictures were the first and second preferred activities among British tourists who visited North America while French tourists were looking for local food and dining (As cited by Fridgen, 1996). In addition, the length of trip also varied between European and Japanese tourists as Europeans preferred to stay longer than Japanese. Even the decision timing for planning a trip among Korean and Japanese and Korean tourists differed as Korean tourist required shorter period than Japanese tourists (Iverson, 1997).

2.9 Urban Tourism around the World

"A heritage city, a sacred city, an Olympic city, an art city and individual heritage city all pose as attractions in tourism" (Ivanovic, 2008, p.87). In Europe, urban tourism can be seen as a cause of the growing mobility of Europeans for whom towns and cities are unavoidable stopping-off points. It is also a result of behavioural changes that made towns and cities into centres of culture and places of relaxation where people can shop, eat, or pass their time in lively squares and public areas (EC, 2000). Particularly in London, tourism was very successful during the first half of the 1990s especially for the domestic market, in persuading people to travel relatively short distances within the United Kingdom to spend at least one night in the British capital (Bull and Church, 2001).

Besides that, New York City is one of major cities that attract the majority of tourist and business travelers of the world. As population centre, they generate much holiday travel and as commercial centres, a considerable amount of business travel (Boniface and Cooper, 1994).

2.9.2 Urban tourism in Asia: Singapore as the case study

Nowadays, metropolises in Southeast Asia particularly, are developing into mega-urban regions, which include old inner cities, slums, industrial areas, suburbs, greenery, agriculture, recreational centres and new towns, resulting in an extensive dispersal of communication and transportation networks (Nas & Houweling, 2000). Among the major concern is to be a great tourist destination by developing various tourist attractions. Therefore, there are competitions between urban destinations in Asia to develop a brand image as an approach of differentiating the destination and increasing their promotional efforts (Wong, 2008).

Although there are, growing numbers of Asian cities developing tourism for its potential benefits; this trend has not been comprehensively determined as in Europe and North America (Sun-Young Park, 2007). A study by Lonely Planet (2006) indicated that the top five cities destinations among the top 200 cities in the world are located in those regions. City of Light, Paris was ranked at the first place, followed by New York City (2nd), Sydney (3rd), Barcelona (4th), and London (5th). Those cities have been dream destinations for tourists from all over the world.

Meanwhile, for the Asia region, it was lead by Bangkok (8th), followed by The Lion City of Singapore (25th), Tokyo (26th) and Kuala Lumpur at the 52nd place. By looking at this ranking, Kuala Lumpur is less attractive than other well-known cities in the world and has greater competition particularly with its neighboring country; Thailand and Singapore. Although comparing Kuala Lumpur directly with other well –known cities like London or Paris is not a definite comparison and can be too subjective. However, it may serve as a potent source of information to guide future tourism developments in Kuala Lumpur.

As such, Bonita (2006) noted the importance of research on competitors as to the preference of potential tourists aside from analysing the city product. Since Singapore is deemed at Kuala Lumpur closest competitors in terms of products offering, this research attempts to do a straightforward comparison between the two countries, particularly in urban tourism perspectives. The comparison aims to identify the elements that make up Singapore city as a great tourist destination. This would also serve as a platform for Kuala Lumpur for the creation of a strong image to attract more tourists.

Geographically located at a strategic location in Southeast Asia (Chang, et al., 1996), Singapore acts as a transit point for many destinations within the region (Teo and Huang, 1995). Aided by a sophisticated infrastructure comprising a modern airport, first-class hotels, and worldwide telecommunications (Teo and Huang, 1995), Singapore is often regarded as the gateway to South-East Asia (Boniface and Cooper, 1994).

After the organization of Singapore Tourism Promotion Board in 1964 (Tan, 1979 in Chang, et al., 1996), tourism has been promoted in Singapore. And, since 1970, visitor arrivals to the island have been increasing at an average annual growth rate of 12 %, regardless of economic crisis (Teo and Huang, 1995). Moreover, the development of garden attractions and modern hotels were of major tourism significance in the 1970s (Chang and Yeoh, 1999).

Subsequently, in response to 1985 recession, which resulted in slowdowns of manufacturing and shifts in the international division of labor, Singapore has undertaken restructuring strategies by attempting to diversify their roles in the world economy (Chang, et al., 1996, p.291) by concentrating on other sector like services. Moreover, the enhancement of transportation and communication networks, the expansion of the service economy, as well as the globalization of tourism have forced different countries to accentuate on certain tourism activities, regardless of reduction of industrial activity (Chang, et al., 1996). Only since then the mid-1980s heritage conservation has been taken into consideration in the city development plan (Chang and Yeoh, 1999).

According to Boniface and Cooper (1994), although Singapore consists of man made attractions entirely, then it successfully drew around 5 million tourists in the late 1980's. Since then, the government has begun to realize the importance of the old-style colonial heritage that differes clearly from the contemporary hotels and shopping centres (Boniface and Cooper, 1994). At present, the heritage district consists of not only administrative and civic buildings, but also the residences, entertainment, and commercial focus of her entrepot beginnings that portrays of her early urban landscape of Singapore (Teo and Huang, 1995).

Tourism in Singapore nowadays, is not only promoting the heritage as a single product but also in association with other products like Meeting, Incentives and Exhibition (MICE), sports, medical, education which are being promoted into few major themes; Marina Bay, Clark Quake, Colonial Heritage and others. Moreover, the recent opening of the Resort World in Sentosa Island is expected to boost up the tourism industry in Singapore.

2.10 Conclusion

This chapter has reviewed and discovered many studies on urban tourism and has extracted the initial findings based on the summarized discussion that has answered the previous questionable issues in general. The study of previous literature reveals that urban area has a multi functional role. Because of that multifunction role, urban districts serve a variety of products to their consumers. These consumers comprise of city residents and tourists who consume urban area products simultaneously but with different purposes.

Moreover, comprehensive marketing strategy and presentation of new products requires deep understanding of what is called consumer characteristics. This goes for tourism as well. From the review, it can be concluded that urban tourist characteristics differ according to their origin.

Other than that, a comparison between urban tourism in Kuala Lumpur with Singapore as its closest competitor has made significant findings toward enhancing tourism development here. The following chapter will further discuss the development of urban tourism in Malaysia focusing on few selected town and cities.

CHAPTER 3

URBAN TOURISM SYSTEM IN MALAYSIA

3.1 Introduction

This chapter attempts to review on tourism development in Malaysia particularly in city or urban destination. Therefore, the associated historical aspects, statistical and recent development plans such as National Physical Plan, National Urbanisation Policy, 5 year Malaysia Plan and other are reviewed for further understanding on urban tourism development trends in Malaysia. In addition, this review presents the initial findings on development approach, categorization of tourism city, the images, and tourist products of cities and its level of attraction.

Moreover, this chapter also offers an insight into challenges faces by Malaysian town and cities in developing tourism sector. A review from those aspects will clearly guide for enhancement of future tourism development of towns and cities in Malaysia.

3.2 Urban Tourism in Malaysia

Malaysia is one of the most popular tourist destinations in the ASEAN region. Despite the global economic slowdown, it received around 22 Million international tourists in 2008, an increase of around 5% over the previous year (2007). Singapore, Indonesia and Thailand are important sources of visitors for the country.

Table 3.1: International Tourists Arrivals to Malaysia (1998 – 2008)

Year	Arrivals	Receipts(RM)
2008	22.00 Million	49.561.2 Million
2007	20.09 Million	46.070.0 Million
2006	17.45 Million	36.271.1 Million
2005	16.40 Million	31.954.1 Million
2004	15.70 Million	29.651.4 Million
2003	10.50 Million	21.291.1 Million
2002	13.20 Million	25.781.1 Million
2001	12.70 Million	24.221.5 Million
2000	10.20 Million	17.335.4 Million
1999	7.90 Million	12.321.2 Million
1998	5.50 Million	8.580.5 Million

Source: http://www.tourism.gov.my

As shown in Figure 3.1, the conurbation of Kuala Lumpur and Selangor noted the highest percentage (29%) of total tourist arrival in 2008.

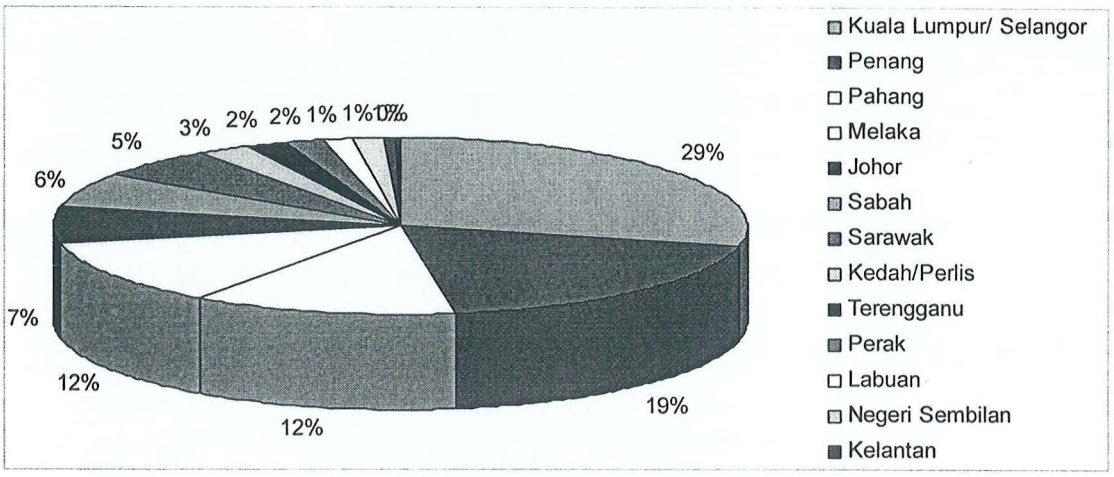


Figure 3.1: Number of Tourist Arrival in Malaysia According to States
Source: Tourism Malaysia, 2008.

Malaysia has never had a deliberate urban development strategy to manage urban growth. Within this context, a National Urbanisation Policy (NUP) was initiated in early 1980 (Cho, 1980). In Malaysia, only three conurbations; Kuala Lumpur, Penang, and Johor Bahru are expected to be competed with other international city regions such as Shanghai, Hong Kong, Shenzhen, Singapore, Bangkok and so on (National Physical Plan, 2000).

In general, cities and towns in Malaysia have been developed based on its function, potential and its special feature, which can be classified into five categories; Border Town, Tourism Town, Special Role Centre, special Industrial Centre as well as Transportation and Communication Node (NPP, 2000 and NUP, 2006). Moreover, towns with special features shall be identified and be developed accordingly (NPP, 2000 and NUP, 2006) by concentrating on different packages of tourist products to maximize their resource and locational advantages besides being supported with the appropriate infrastructure and (NPP, 2000). This is important for a city to differentiate itself from its competing destinations through branding (Wong, 2008). Therefore tourist can easily memorize the images of Paris through Eiffel Tower, New York City with Times Square, Wall Street and the Empire State Building and so on (Judd, 1995).

Meanwhile, under the NPP major cities in Malaysia like Kuala Lumpur, Johor Bahru, and Penang were gazette as major tourist attraction areas. Kuala Lumpur and Johor Bahru for instance were designated as an international shopping hub towards maximizing the economic benefits as well as number of tourist and excursionist. On the other hand, the contribution of Meetings, Incentives, Conventions and Exhibitions (MICE) also being promoted actively in Kuala Lumpur as the primary sites besides secondary sites in Pulau Pinang, Langkawi and Genting Highlands (NPP, 2000). However, under the NUP, there are other cities and towns that being listed as tourism town under few categories namely Waterfront City, Hill City, and Nature Based or Ecotourism Royal Town, and Heritage or Cultural City (See Table 3.2).

Table 3.2: List of Tourism City in Malaysia

State	List of Tourism towns and cities (NPP)	Specific category	List of Tourism towns and cities (NUP)	Specific Category	Core products policy / Strategy under NPP/ State Structure Plan
Perlis	-	-	Arau	Royal Town	
Kedah	Kuah	-	Kuah, Langkawi	Waterfront City	
Pulau Pinang	-	-	*Batu Feringgi *Tg. Tokong	Waterfront City	
Perak	-	-	*Pangkor *Lumut	Waterfront City	
			*Bandar Teluk Intan *Gerik *Lenggong *Taiping	Bandar Bersejarah / Warisan	
			Kuala Kangsar	Royal Town	
Selangor		-	Klang	Bandar Bersejarah / Warisan/ Royal Town	
Negeri Sembilan	Port Dickson	-	Port Dickson	Waterfront City	
			Bandar Sri Menanti	Royal Town	
Melaka	-	-	*Alor Gajah *Ayer Keroh *Jasin	Nature Based / Ecotourism	
			Melaka City Centre	Bandar Bersejarah / Warisan	
Johor	Mersing	-	Mersing	Waterfront City	
			Pontian Kechil, Segamat	Nature Based / Ecotourism	
Pahang	*Kuala	-	Kuala Rompin	Waterfront	

	Rompin *Kuala Lipis *Tanah Rata *Fraser's Hill *Raub *Jerantut *Maran *Muadzam Shah			City	
			*Tanah Rata *Fraser's Hill	Hill City	
			Pekan	Royal Town	
			Jerantut	Nature Based / Ecotourism	
Terengganu	Bandar Cukai	-	Chukai	Waterfront City	
			Bera Jerteh Kuala Berang	Nature Based / Ecotourism	
Kelantan	Gua Musang	-	Marang Dabong Gua Musang	Nature Based / Ecotourism	

Source: National Physical Plan (2000)
National Urbanisation Policy (2006)

Since the first campaign on promoting Malaysia globally in 1990, it totally boosts up the number of international arrival to Malaysia with 7,445 908 arrivals which is 53.64% increment from the previous year with 4,846 320 number of arrival (Badaruddin, 2002) thus show a significant important of marketing and promotion in tourism development. However, a comprehensive marketing and promotions should begin with creating a strong image of tourist destination as it would be a platform to attract more tourist visitation and sustain as tourist destination. To project a tourist image easily thus, the city should be characterized by memorable cityscapes (Judd, 1995).

According to Euromonitor International (2007), casinos consistently remain as the main tourist attraction from year 2001 until 2006, which the only licensed casino in Malaysia is Genting Highland. Meanwhile, zoos or aquariums were ranked at the second place of tourist attraction in 2006 followed by National Parks or areas of natural beauty at the third.

Table 3.1: Tourist Attractions by Sector: 2001-2006

Tourist Attraction	Number of Tourist ('000)					
	2001	2002	2003	2004	2005	2006
Art Gallery	61.8	64.5	67.2	70.1	72.5	75.0
Casinos	9,788.2	10,297.7	10,702.3	11,144.2	10,030.1	13,195.0
Circuses	20.6	21.5	22.4	23.4	23.8	24.1
Historic buildings/sites	865.5	881.4	918.0	981.2	1,022.5	1,061.3
Industrial tourism	41.2	43.0	67.2	70.1	72.3	74.0
Museums	1,133.4	1,160.9	1,186.7	1,261.6	1,1331.1	1,401.9
National Park/ nature attraction	1,277.6	1,375.9	1,455.3	1,565.3	1,692.1	1,847.9
Theaters	103.0	107.5	111.9	116.8	120.9	125.9
Theme/ amusement park	1,092.2	1,160.9	1,253.8	1,331.7	1,443.6	1,574.9
Zoos/ aquariums	1,978.3	1,977.8	1,992.7	2,009.2	2,015.2	2,019.3
Others	4,245.0	4,407.2	4,612.3	4,789.4	5,052.8	5,467.2
Total	**20,608.8**	**21,498.3**	**22,389.8**	**23,363.0**	**24,877.0**	**26,866.5**

Note: Others includes water parks, state and country fairs and other attractions
Source: Euromonitor International, 2007

Then, as shown in Table 3.3, Genting Highland becomes one of the most popular tourist destinations. As the 'City of Entertainment', it provides theme parks and other types of entertainment for the whole family besides the main business of casinos (Euromonitor International, 2007). Moreover, Petronas Twin Towers becomes the second attraction of tourist. Both of these attractions are located in urban areas, thus shows the urban tourism is the main attraction of tourist as compared with other products. Therefore, research of urban tourism should be conducted as to ensure a consistent of attraction and growth toward achieving a sustainable tourism development.

Table 3.3: Leading Tourist Attractions by Visitors 2001-2006

Tourist Attraction	Number of Tourist ('000)					
	2001	**2002**	**2003**	**2004**	**2005**	**2006**
Bukit Tinggi	-	1.2	3.1	5.4	8.0	10.0
Cameron Highlands	350.0	375.0	408.0	432.0	495.0	550.0
Fraser's Hills	32.0	35.0	44.0	50.0	75.0	85.0
Genting Highlands	10,788.2	11,297.7	12,402.3	13,044.2	14,030.1	15,000.0
Langkawi Beach	975.0	1,030.0	1,125.0	1,250.0	1,605.0	2,070.0
Mount Kinabalu	10.6	11.5	12.4	40.0	45.0	50.0
Penang, Bt Ferringgi Beach	600.0	650.0	680.0	725.0	745.0	825.0
Peninsular East Coast Island	300.0	325.0	375.0	420.0	420.0	500.0
Petronas Twin Towers	5,834.4	6,373.9	6,953.4	7,086.0	7,170.1	7,250.0
Taman Negara	39.0	41.2	42.8	45.0	47.5	50.0
Others	**1,300.0**	**1,200.0**	**340.0**	**230.0**	**230.0**	**400.0**

Source: Euromonitor International, 2007

3.4 Conclusion

In agreement with Hairul (2008), each cities in Malaysia has developed differently and has their own place in history. This chapter has discovered few important findings that are significant towards enhancing urban tourism development in Malaysia, which comprised of the development approach, categorization, level of attraction, image, and tourism product. As tourism development in Malaysia is significantly contributed to generate the economic growth of the city (Hairul Ismail, et al., n.d), thus the above-mentioned elements should be taken into consideration at the planning stage particularly.

CHAPTER 4

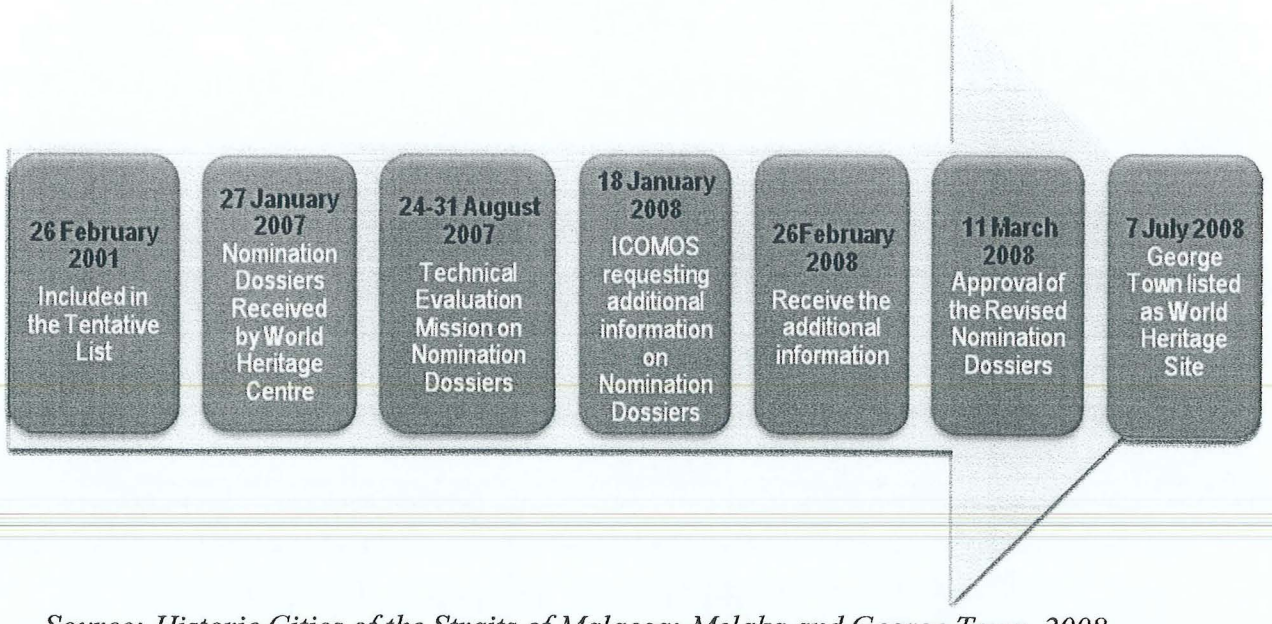
CASE STUDY 1: URBAN TOURISM IN GEORGETOWN, PENANG

4.1 George Town before the Nomination as a World Heritage Site

The enthronement of George Town (Penang) together with Malacca as a World Heritage City by UNESCO for almost two years ago (7 July 2008) was a boast achievement, particularly for Penangites and Malaysian generally. "Efforts to conserve George Town's urban heritage began in the early 1970s, but the first formal public policy to protect heritage buildings was published only in 1985" (Lik, Yoke, and Nor'Aini Yusuf, 2007, p. 293).

As illustrated by The Star Online (2008, para. 3), the chronology of George Town (and Malacca) to World Heritage Listing, "George Town and Malacca nominated into a waiting list by Unesco's World Heritage Centre under two separate nomination dossiers in 1998". Then, "the completed dossiers submitted to World Heritage Centre" but it were rejected, as failure to fulfill the requirement. From January to March 2008, the "revised nomination dossiers officially submitted to World Heritage Centre and Unesco World Heritage Centre certifies submission as complete". Finally, in July 2008, "George Town and Malacca listed as World Heritage Sites".

Figure 4.1: The Chronology of George Town to World Heritage Listing



Source: Historic Cities of the Straits of Malacca: Melaka and George Town, 2008

"The perseverance of the state governments of Malacca and Penang as well as the Federal Government paid off after 10 years when the two towns received approval" (The Star Online, 2008). Simultaneously, this achievement signifies an initial step of a long-term process for perpetuating the status.

4.2 George Town after the Nomination as a World Heritage Site

As mentioned by the World Heritage Centre (2010), about 'Who owns a site once it's inscribed on the World Heritage List?', its explain that:

> The site is the property of the country on whose territory it is located, but it is considered in the interest of the international community to protect the site for future generations. Its protection and preservation becomes a concern of the international World Heritage community as a whole. (para. 5)

Then, about 'What does it mean for a site to be inscribed on the list?', according to the World Heritage Centre (2010):

> Once a country signs the Convention, and has sites inscribed on the World Heritage List, the resulting prestige often helps raise awareness among citizens and governments for heritage preservation. Greater awareness leads to a general rise in the level of the protection and conservation given to heritage properties. A country may also receive financial assistance and expert advice from the World Heritage Committee to support activities for the preservation of its sites. (para. 2)

For the case of George Town (Penang), after being inscribed on the World Heritage List, there are two recommendations that made by the World Heritage Centre joint with ICOMOS (International Council on Monuments and Sites) to be fulfilled by Penang State Government. The recommendations are:

i. Develop a Special Area Plans for the inscribed property and its buffer zone.
ii. Introduce new legal provisions in the protection and management system for the World Heritage property

Yet, on the implementation, the information regarding the development proposals and the status of their approval, along with the modification of the protective regulations was not attached in the nomination file and evaluation process. Also regarding the hotel development and extension projects within the heritage zone, which need to balance the requirements of modern socio-economic development with the main conservation agenda support by Unesco, this more likely leads to conflicts of interest between the contrary groups. On that matter, Unesco has threatened to withdraw Georgetown's heritage status unless action is taken to protect Penang's historical sites.

Hence, the current state government has stated their resolution on George Town in order to assert their efforts to save George Town from being inscribed as a Heritage Site in Danger list demonstrates the commitment to preserve, protect and promote heritage conservation. Amongst the resolutions are:

i. The height of the two proposed development projects within the inscribed area will be reduced to 18 meters
ii. The provision allowing building higher than 18 meters within the inscribed property under certain circumstances in George Town has been abolished
iii. The existing "Guidelines for Conservation Areas & Heritage Buildings" will be renamed "Regulations for Conservation Areas & Heritage Buildings"

iv. Special Area Plans for the inscribed property and its buffer zone that would provide planning controls and guidance at a more detailed level, will be prepared

v. There will be no approval given for developments higher that 18 meters in the buffer zone until such time as the Special Area Plans are adopted

vi. A Technical Review Committee will be established, including a representative of the federal government (Department of National Heritage) to review all major development proposals and proposed planning controls and policies that could impact adversely on the Outstanding Universal Value

vii. Support the conservation of George Town

- the creation of a World Heritage Office
- the strengthening of the Heritage Department within the city council of Penang
- conducted a number of research programmes, including programmes on Sustainable Penang, Nanyang Folk Culture, Traditional and Endangered Trades, and an Oral History Workshop.
- a heritage building database using a geographical information system is being set up to monitor the state of conservation.
- the creation of a World Heritage Day in Penang

4.3 Problem Discussion

The 'World Heritage Site' status by Unesco is actually a great potential, especially for 'culture-heritage tourism' sector. According to Penang Economic Monthly (2009) explains the following:

> In line with the growing numbers of global travelers seeking a different kind of holiday that is not packaged as a rushed shopping/sightseeing tour trip. Not surprisingly, many countries that heavily depend on tourism are increasingly gearing their tourism industry to cater for these 'culture-vulture' travelers, who are deemed a more profitable and sustainable market. (p. 7)

From the premise above, mostly tourism industry is the one who suppose to be aware for the changing status of the site. Because they are the one who must understand the heritage values, since they will utilizes such values to attract visitors. As Hall and Piggin (2002) explain that:

> The potential significance of World Heritage listing for tourism destinations and attractions therefore makes it an ideal subject on which evaluate the extent to which the tourism industry understand the nature of heritage visitor attractions as well as the management regimes that surround them.

Tourism industry consists of numerous tourism stakeholders, in the case of George Town, tourism stakeholders could be divided into:

1. Residents in George Town
2. Accommodation Sector – hotel/motel/hostel/inn operators and etc.
3. Transportation Sector – transport rental operators and etc.

4. Real Estate – realtor/real estate agent/broker
5. Travel and Tour – travel agents, tour operators, tour guides
6. Retail/Service Sector – money changers, souvenir shop owners, restaurant owners, and other business operators

Worried that there may be lack of awareness between these stakeholders of the changing status of George Town, so it is very important to acknowledge their perceptions, as this will provide an insight into their stage of understanding since these tourism businesses role as communicators of knowledge and values of the site.

4.4 Research Objective

This research attempts to analyze the perceptions and involvements of major stakeholders in tourism development particularly in George Town, Penang. Two main perceptions theme will be explored, one is about perceptions of George Town Penang, and the other is regarding tourism impact on World Heritage designation. The research project is conducts by School of Housing, Building and Planning, Universiti Sains Malaysia to assist the State Government of Penang in tourism planning and development of George Town as a World Heritage Site for better monitoring, maintenance, management, protection and conservation.

4.5 Research Methodology

4.5.1 Scope and Stage of Research

The research methodology divided into three stages (Fig. 1.1, p. 8). First stage started with discussion of the problem; specifying the research objective; sourcing the preliminary literature review from local newspaper articles, journals, also other publications especially from UNESCO, Heritage World Centre; assigning the scope of research; and end up with a set of questionnaire for the tourism stakeholders.

The second stage covers the data collection and data analysis. The method for collecting the data is divided into two parts, collecting primary data which include the definition of World Heritage Site, the Criteria for the Nomination as a World Heritage Site, Stakeholder's perceptions of World Heritage Site, and Tourism Impact on World Heritage Site. Another one is collecting secondary data through field survey. The field survey involves the spreading of questionnaires in George Town area, utilizes the Purposive Sampling technique.

All the data received, being coded and cleaned before entered the SPSS program. With Frequencies Analysis, the data will be analyzed to perform the findings regarding the background of the respondents, Stakeholders Perception of George Town (Penang), and Tourism Impact on World Heritage Designation.

The third stage will provide the finding results from the SPSS program and also discussions.

Whereas, the fourth stage will provide the conclusion, which will be highlighted the major results from the discussion. Necessary recommendations are included.

4.5.2 Questionnaire Form

A set of questionnaires has been prepared in English language. This questionnaire arrange as double-sided questionnaire and consist of three main parts, which are:

i. Part A: Background of Respondent;
ii. Part B: Stakeholder's Perceptions of George Town, Penang;
iii. Part C: Tourism Impact on World Heritage Designation;

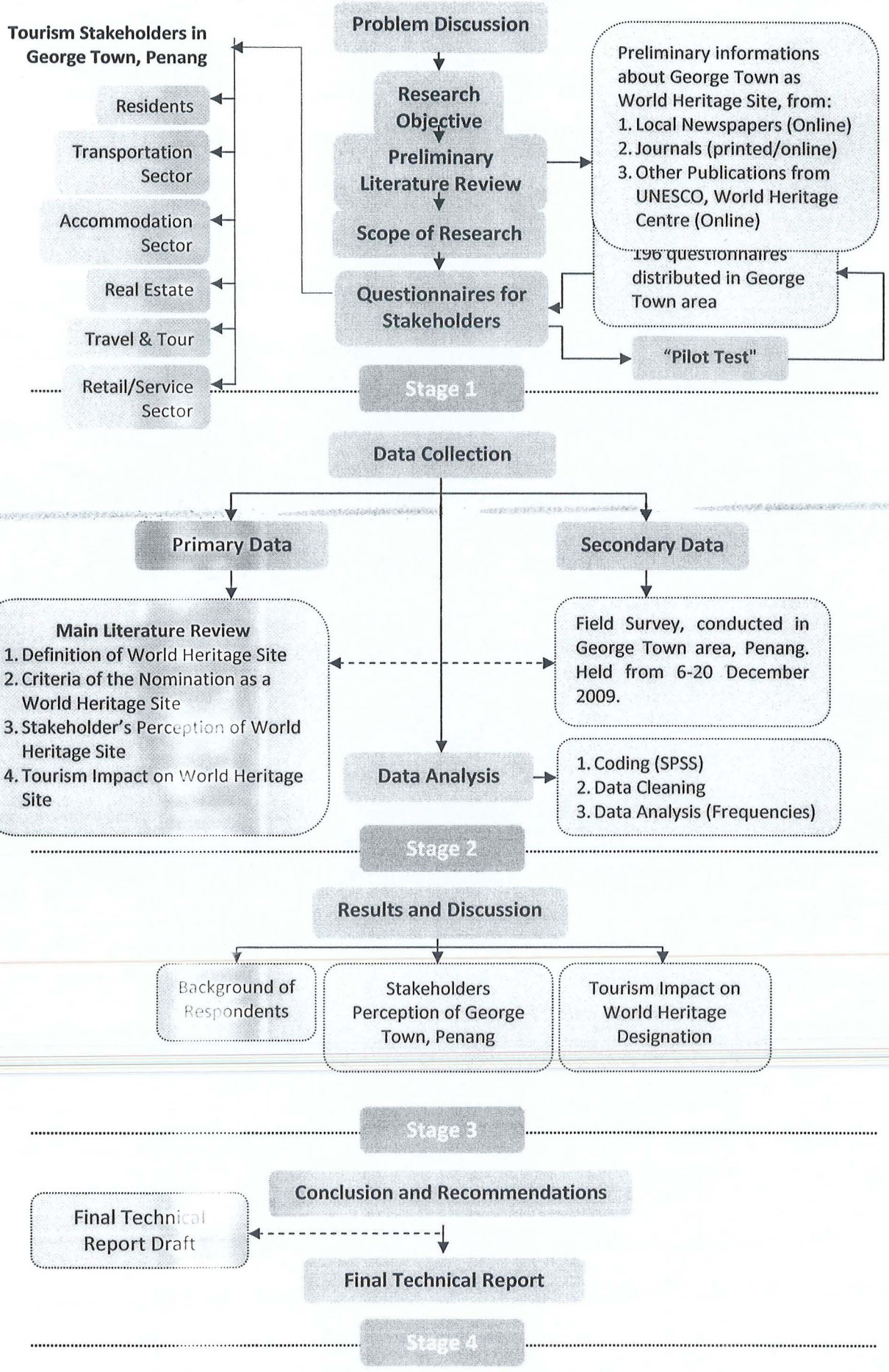
Part A: Background of Respondent; record the gender, age, races, and respondent educational background. *Part B: Stakeholder's Perceptions of George Town, Penang*; a Closed-Ended questions and consist of six questions which asking about the respondent residence, the awareness of George Town as World Heritage Site, the perception on World Heritage status, the perception about restoration and conservation of heritage buildings in George Town, the perception of George Town heritage buildings condition, and the perception on what makes the restoration and conservation of heritage buildings in George Town necessary. For the last one, *Part C: Tourism Impact on World Heritage Designation*; also kind of Close-Ended questions, and consist of four questions about the perception of tourists activity as a threat to the world heritage values of George Town, the agreement/disagreement to tourism impacts in George Town, the respondent participation on the tourism planning and development of George Town, and their satisfaction with the present management of heritage and tourism in George Town.

4.5.3 SAMPLING

The sampling size is 196 respondents, with Purposive Sampling technique. Targeting the tourism stakeholders in George Town, Penang as the respondents and tourists are excluded from this survey. Tourism stakeholders comprise of:

i. Residents in George Town
ii. Accommodation Sector – hotel/motel/hostel/inn operators and etc.
iii. Transportation Sector – transport rental operators and etc.
iv. Real Estate – realtor/real estate agent/broker
v. Travel and Tour – travel agents, tour operators, tour guides
vi. Retail/Service Sector – money changers, souvenir shop owners, restaurant owners, and other business operators

Figure 4.2: Research Methodology Framework



4.6 Literature Review

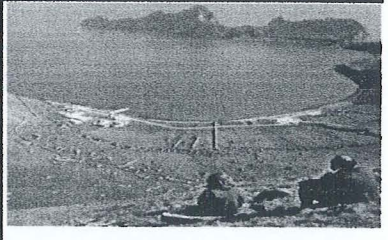
4.6.1 The Concept of World Heritage Site

Begins with the convention concerning about the Protection of the World Cultural and Natural Heritage in Paris, 1972, where the participating countries start to realize their obligations to conserve the cultural and natural heritage of each territory (refer to Figure 2.1: The Structure of World Heritage and its Committee, p. 10). The World Heritage Convention, as of April 2009 have ratified by 186 states parties. "It is the only international legal instrument for the protection of both cultural and natural sites encouraging cooperation among nations for safeguarding their heritage" (Pedersen, A., 2002, p. 14).

> According to Unesco and Institute for Tourism Studies-IFT (2007), stated that: Throughout the world, there are cultural and natural heritage sites that are considered to have special importance to humankind. Among these sites, some are considered to be of outstanding value to humanity. A site becomes a World Heritage site when it is inscribed on the United Nations Educational, Scientific and Cultural Organization's (UNESCO) World Heritage List for its 'outstanding universal value'. (p. 2-3)

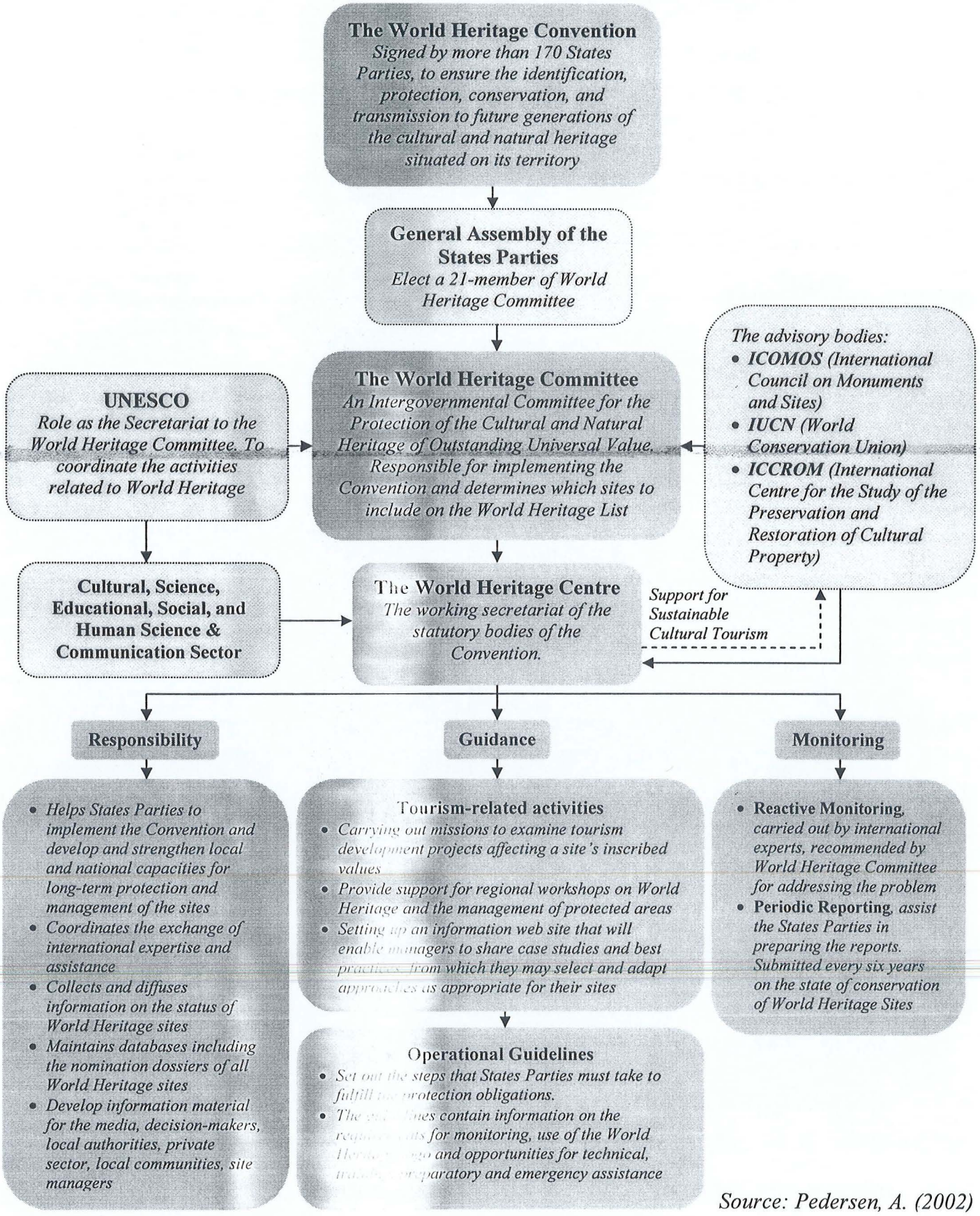
The types of World Heritage sites can be classified into three categories, which are:

Table 4.1: Types of World Heritage Sites

CATEGORIES OF WORLD HERITAGE SITES		
Cultural Site	**Natural Site**	**Mixed Site**
		
Sacred City of Caral-Supe **Peru**	Great Barrier Reef **Australia**	St Kilda **United Kingdom of Great Britain & Northern Ireland**

Source: UNESCO World Heritage Centre, 2010

Figure 4.3: The Structure of World Heritage and Its Committee



Source: Pedersen, A. (2002)

Table 4.2: Different Categories of Heritage

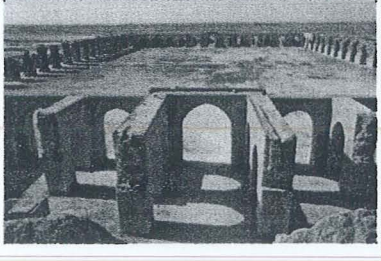
Cultural Heritage			Natural Heritage
Tangible Heritage		**Intangible Heritage**	**Tangible & Immoveable**
Immoveable	**Moveable**	Music	Natural and Maritime Parks of Ecological Interest
Architectural Works	Museum Collections	Dance	
Monuments	Libraries	Literature	
Archaeological Sites	Archives	Theatre	
Historic Centers	Etc.	Local Traditions	Geological & Physical Formations
Groups of Buildings		Know-How	
Cultural Landscapes		Crafts	
Historical Parks & Gardens		Religious Ceremonies	Landscapes of Outstanding Natural Beauty
Botanical Gardens		Etc.	
Industrial Archaeology			
Etc.			Etc.

Note: a Mixed Site includes Cultural and Natural Heritage

Source: UNESCO and ICCROM, 2003 as cited in Unesco and Institute for Tourism Studies (IFT), 2007, p. 2-5

Another important category of the site is called World Heritage in Danger. "Dangers can be 'ascertained', referring to specific and proven imminent threats, or 'potential', when a property is faced with threats which could have negative effects on its World Heritage values" (UNESCO World Heritage Centre, 2008). The samples of sites which is listed as World Heritage in Danger are as follow:

Table 4.3: World Heritage Sites in Danger

WORLD HERITAGE SITES IN DANGER		
Cultural Site	**Natural Site**	**Mixed Site**
		NA
Samarra Archaeological City **Iraq**	Galápagos Islands **Equador**	

Source: UNESCO World Heritage Centre, 2010

4.6.2 Criteria of the World Heritage Site Nomination

The nomination of a site to the World Heritage List follows the guidelines from the World Heritage Convention. The most important step of the nomination process is to establish the 'outstanding universal value' of the site.

The meaning of the 'outstanding universal value' itself is "cultural and/or natural significance which is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity" (Operational Guidelines for the Implementation of the World Heritage Convention, 2005).

The assessment of the 'outstanding universal value' of a site is based on several criteria which set out through the World Heritage Convention, must meet the conditions of integrity and/or authenticity and must have an adequate protection and management system. According to the Operational Guidelines for the Implementation of the World Heritage Convention (2005) states the following:

The Committee considers a property as having 'outstanding universal value' if the property meets one or more of the following criteria:

- Criteria of the Cultural Properties on the World Heritage List
  - (i) represent a masterpiece of human creative genius; or
  - (ii) exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture, monumental arts or town-planning and landscape design; or
  - (iii) bear a unique or at least exceptional testimony to a cultural tradition or to a civilisation which is living or which has disappeared; or
  - (iv) be an outstanding example of a type of building or architectural ensemble or landscape which illustrates (a) significant stage(s) in human history; or
  - (v) be an outstanding example of a traditional human settlement or land-use which is representative of a culture (or cultures), especially when it has become vulnerable under the impact of irreversible change; or
  - (vi) be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance (the Committee considers that this criterion should justify inclusion in the List only in exceptional circumstances or in conjunction with other criteria cultural or natural).
- Criteria of the Natural Properties on the World Heritage List
  - (i) contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance;
  - (ii) be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features;
  - (iii) be outstanding examples representing significant ongoing ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals;
  - (iv) contain the most important and significant natural habitats for in situ conservation of biological diversity, including those containing

threatened species of outstanding universal value from the point of view of science or conservation."

4.6.3 Stakeholder's Perception of World Heritage Site

As one of the benefits of inscribed on the World Heritage List was brought an increase in public awareness of the site of its outstanding values. Regarding to that, the State Party's primary responsibility is to maintain the values for which the site was inscribed. The planning and organizing programmes should be determined by respecting sustainable tourism principles (Unesco World Heritage Centre, 2008).

As Byrd, Bosley, and Dronberger, 2008 (review from Andereck & Vogt, 2000; Andriotis, 2005; Ap, 1992; Gunn, 1994; Gursoy, Jurowski, & Uysal, 2002) stated that "one key to sustainable development of tourism in a community is the inclusion of stakeholders. Without stakeholder support in the community it is nearly impossible to develop tourism in a sustainable manner."

Byrd, 2007 (as cited in Nicholas, Thapa, and Yong, 2009) has been established an inextricable link between stakeholder theory and sustainable tourism development. He argues that stakeholder involvement must be included in any sustainable tourism plan in order to reduce conflict.

According to Jamal and Getz, 1995 (as cited in Nicholas et al., 2009) explain that:

> Community's assets (e.g., World Heritage Sites) can be shared by local residents, visitors, and private and public sector interests. Tourism development then takes on the characteristics of a public and social good whose benefit may be shared by a number of stakeholders in the local destination. Sustainable tourism development at the local level requires much more collaboration than practiced today. (p. 393)

In general, there are four major tourism stakeholder perspectives: tourists, residents, entrepreneurs, and local governmental officials (Goeldner & Ritchie, 2003, cited in Byrd et al., 2008). The definition of stakeholder itself was defined by Freeman, 1984 (as cited in Nicholas et al., 2009, p. 391-392) "a stakeholder as any individual or group who can affect or is affected by the attainment of an organization's objectives". Whereas, Donaldson and Preston (1995) refined Freeman's definition (as cited in Nicholas et al., 2009, p. 391-392), stating that to be identified as a stakeholder the group or individual must have a legitimate interest in the organization.

Selin and Chavez, 1995 (as cited in Nicholas et al., 2009, p. 393) explain that stakeholder approach to tourism development is necessary even have different aims such economic development, conservation, social justice or protected area management.

4.6.4 Tourism Impact on World Heritage Site

Knowing the range of impact which possibly happen on tourists' destination would serve as useful indicators for the development of tourism monitoring and management (Pedersen A., 2002).

Generally tourism impact on World Heritage Site is caused by development and visitors. As Pedersen A. (2002) define that development impact, usually related to infrastructure with large and harsh effect. Whereas, impact caused by tourists within the sites are more sensitive yet usually can be avoided.

Other theories about tourism impact are linked to socio-environmental factors and development patterns. Two main impact factors, resistance and resilience are usually occur. As describe by Pedersen A. (2002) in World Heritage Manuals "resistance is the ability to absorb use without being disturbed, and resilience is the ability to return to an undisturbed state after a disturbance". In practical terms, resistance is a measure of the ability of different environments and different cultures to resist change, while resilience is the recovery rates of each damage resource.

Besides that, tourism impact may occur on communities and culture as well, and each tourist's destination sites will have its own case. But, mostly those destinations have common cycle regarding to tourism. Still refer to Pendersen A. (2002), describe the Classic Community Tourism Cycle as five stages, which are:

- Stage 1
  Communities build small bungalows for local tourism. Residential houses are renovated and converted into small hotels and boarding lodges, earning revenue for local people.
- Stage 2
  Land values increase and roads and other infrastructure developments begin. Outsiders begin buying land and establishing their own operations on a larger scale than the locals. Local people still benefit economically, although the bulk of the income goes to a small number of people.
- Stage 3
  Hotel construction begins at a faster rate, planning regulations are ignored, and building proceeds haphazardly, causing degradation of the environment. Local people benefit as employees in the local hotels and lodges and in the transport sector.
- Stage 4
  Most hotel, bungalow and restaurant owners are from outside the local community. Money begins to flow out. Large developments are implemented without regard for regulations. Large hotels and organizations promote international tourism, and profits stay in the country of origin. Tourists contribute small amounts of money by buying souvenirs. Water supplies and the environment become endangered and developers fear for the future. Local residents may begin to resent tourists.

- Stage 5

  Degradation of the environment sparks fears of a decrease in the volume of tourism and prompts calls for action. Remedial action is slow to take effect, and the degradation continues. The local community has benefited all along, but control has been taken over by outside developers, who may decide to abandon the area and move somewhere else. (p. 32)

It is necessary to remember, that to generate tourism which enhances rather than threatens local heritage, a question like 'What residents are prepared to reveal about themselves?' may consider so much then much concern on 'What tourists might want to see in the community?".

4.7 Results and Discussion

Questionnaire forms were distributed to respondents for two weeks, held from **6** to **20 December 2009**. Overall, a total **196** survey forms were received as complete and useful for analysis. The survey was conducted in **George Town, Penang**, and these are the exact location of questionnaires distribution:

Table 4.4: Location of Survey

Location	Number of Respondents	Percentage (%)
Beach Street	4	2
Burmah Road	6	3.1
Chelia	2	1
Chowrasta	4	2
Dato' Keramat	7	3.6
Dr Lim	3	1.5
Fettes	3	1.5
Jetty	13	6.6
Komtar	37	18.9
Lebuh Carnavon	5	2.6
Lebuh Cecil	1	.5
Lebuh Chulia	12	6.1
Lebuh King	3	1.5
Lebuh Macallum	10	5.1
Lebuh Pantai	6	3.1
Lebuh Pasar	5	2.6
Lebuh Qucon	2	1
Lebuh Queen	1	.5
Leith	1	.5
Macalister	4	2
Magazine	2	1
Masjid Kapitan Keling Road	8	4.1
Padang Kota	19	9.7
Penang Road	21	10.7
Perak Road	4	2
Sg Pinang	2	1
Teluk Anson	1	.5
Tg Tokong	1	.5

Time Square	1	.5
Missing Value	*8*	*4.1*
TOTAL	196	100

Source: Field Survey, George Town, 2009

Tourists are excluded from this survey. The respondents are to be focused on major **tourism stakeholders** in George Town, Penang. The types of respondents are presented in the following table:

Table 4.5: Types of Respondents

Respondents	Number of Respondents	Percentage (%)
Accommodation Sector	19	9.7
Real Estate	2	1
Resident	59	30.1
Retail/Service Sector		
• Restaurant Owner	1	0.5
• Shop Owner	76	38.8
Transportation Sector	27	13.8
Travel & Tour	10	5.1
Missing Value	*2*	*1*
TOTAL	196	100

Source: Field Survey, George Town, 2009

The distributed questionnaire forms (refer to Appendix A) were set out of one page (double-sided questionnaire) and have three main parts, which are:

i. Background of Respondent
ii. Stakeholder's Perceptions of George Town
iii. Tourism Impact on World Heritage Designation

The data which successfully received from the questionnaires distribution, then analyzed using SPSS program, with Frequencies (Descriptive Statistic) method.

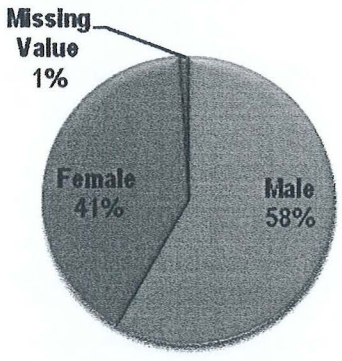
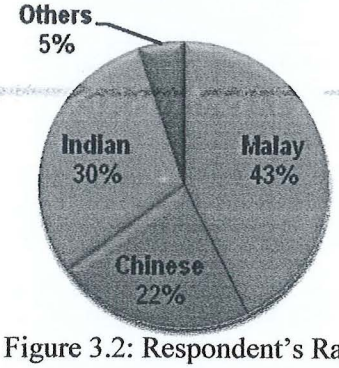
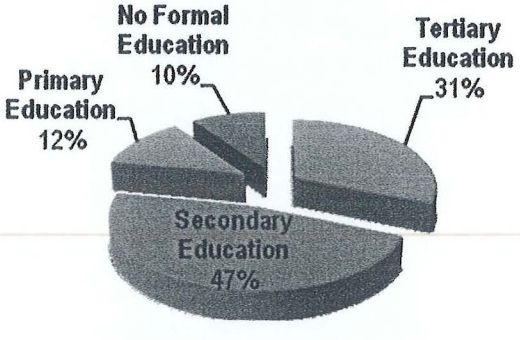
4.7.1 Background of Respondent

'Background of Respondent' will try to provide the respondent profile based on their demographic background. On this demographic profile, will be included the questions about gender, age, race, and educational background.

Of the 196 respondents, more than half were males (58%). In terms of races, the largest grouping was Malay (43%), followed by Indian (30%), and Chinese (22%). The respondents are in the 18 to 66 age range. Almost half proportion (47%) of respondents was finish the 'secondary education', around a-third of them (31%) was up to 'tertiary education', 12% only had 'primary education', while the rest (10%) with no formal education.

The summary data table for respondent's background is presented as follow:

Table 4.6: Respondent's Background

DEMOGRAPHIC PROFILE	
i. Gender 58% were male and 41% were female.	**Respondent's Gender**  Figure 3.1: Respondent's Gender
ii. Race Most of the tourism stakeholders were Malay (43%), followed by Indian (30%), and Chinese with 22%, while Others is 5%.	**Respondent's Race**  Figure 3.2: Respondent's Race
iii. Educational Background Almost half of the respondents (47%) were finish the 'Secondary Education'. Near to one-third of them (31%) attain the 'Tertiary Education', while the rest is 12% for 'Primary Education' and 10% for 'No Formal Education'.	**Educational Background**  Figure 3.3: Respondent's Education Background

Source: Field Survey, George Town, 2009

4.7.2 Stakeholder's Perceptions of George Town, Penang

This part tries to obtain the perceptions of the respondents (tourism stakeholders in George Town) by giving a set of Closed-Ended questions.

There are seven questions had been asked. The scopes of the questions are:

i. The first question is about respondents residential.
ii. The second question is about their awareness on the 'status' of George Town as a World Heritage Site.
iii. The third question is about the importance of the 'status'.
iv. The fourth question is about their perceptions on restoration and conservation of heritage buildings in George Town.
v. The fifth question is about their rate on the condition of heritage buildings in George Town.
vi. The sixth question is about their perceptions on the importance of restoration and conservation of heritage buildings in George Town, using a 5 Likert scale (1=Strongly Disagree to 5=Strongly Agree).
vii. The seventh question is about their perception of government spending on the heritage conservation.

The detail percentages of their perceptions and discussions are shown in this following table:

Table 4.7: Respondent's Perceptions of George Town, Penang

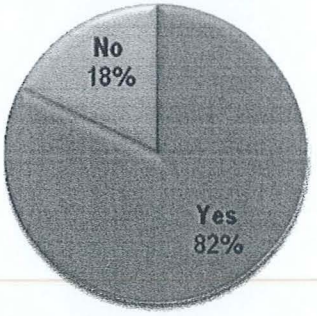
THE PERCEPTIONS OF GEORGE TOWN, PENANG	
i. George Town as Stakeholder's Residence The majority (82%) of stakeholders were the residence of George Town itself. Less than one-fifth (18%) of them were outsiders.	**Are you residence of George Town, Penang?** 

Figure 3.4: George Town as Respondent's Residence

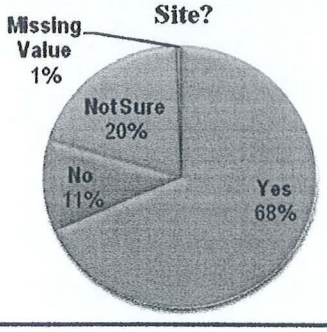
ii. Respondent's Awareness that George Town has been listed as World Heritage Site More than two-third (68%) of them were aware.	**Are you aware that George Town has been listed as World Heritage Site?** 

Figure 3.5: Respondent's Awareness that George Town has been listed as WHS

iii. The importance of World Heritage status

- **The cultural heritage is recognized as having international importance**
  More than half (58%) of stakeholders were agree with this perception.

Our cultural heritage is recognized as having international importance



Figure 3.6: The cultural heritage is recognized as having international importance

- **The status serves as a medium to show the cultural heritage**
  Near to two-third (64%) of stakeholders were agree with this perception.

The status serves as a medium to show our cultural heritage

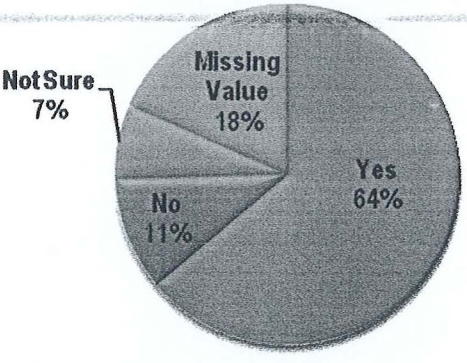


Figure 3.7: The status serves as a medium to show the cultural heritage

- **The inscription of George Town has contributed to the preservation of the site**
  Almost half (48%) of stakeholders believe this perception, while more than one-fourth (26%) of them were not sure.

The inscription of George Town has contributed to the preservation of the site

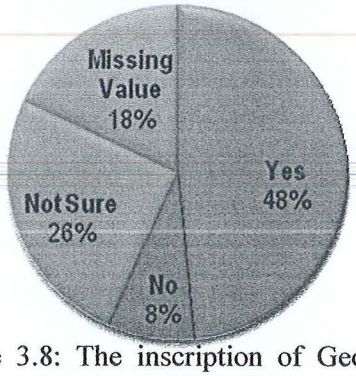


Figure 3.8: The inscription of George Town has contributed to the preservation of the site

- **The inscription on the World Heritage List has changed the national legal protection of the site**

  Near to half (47%) of stakeholders believe this perception, while less than one-fourth (24%) were not sure.

The inscription on the World Heritage List has changed the national legal protection of the site

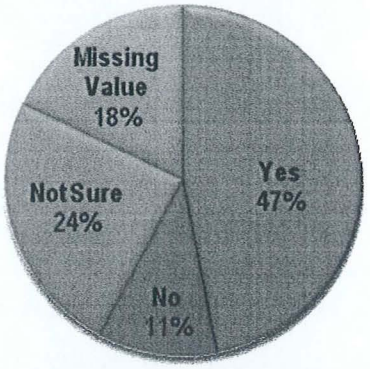


Figure 3.9: The inscription on the World Heritage List has changed the national legal protection of the site

- **The status plays a role in attracting more visitors to George Town**

  A significant proportion (67%) of stakeholders agree with this perception.

The status plays a role in attracting more visitors to George Town

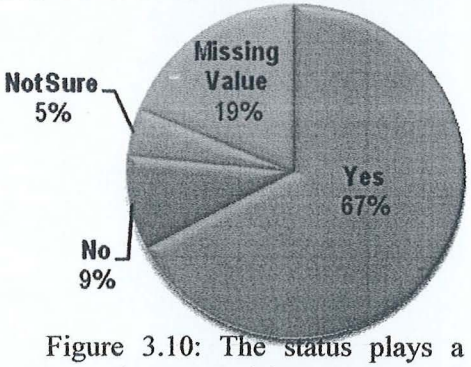


Figure 3.10: The status plays a role in attracting more visitors to George Town

- **The status has given positive impacts on businesses in George Town**

  Almost two-third (63%) of stakeholders believe this perception.

This status has given positive impacts on businesses in George Town

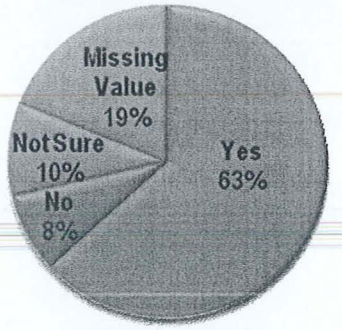


Figure 3.11: The status has given positive impacts on businesses in George Town

- **World Heritage Listing of George Town turns the city to be better in the future**
  More than half (56%) of stakeholders were agree with this perception. Less than one-fifth (19%) were not sure.

World Heritage Listing of George Town would turns this city to be a better city in the future

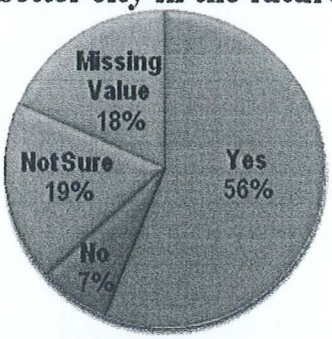


Figure 3.12: World Heritage Listing would turns George Town to be a better city in the future

- **The status has improved the general well being of George Town residents**
  62% of respondents were agree with this perception.

This status has improved the general well being of George Town residents

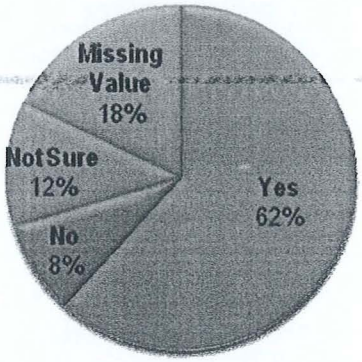


Figure 3.13: The status has improved the general well being of George Town residents

(Table 3.4 continued to p. 25)

In a nutshell, all the above descriptions about the importance of the 'World Heritage' status could be shown in the figure below:

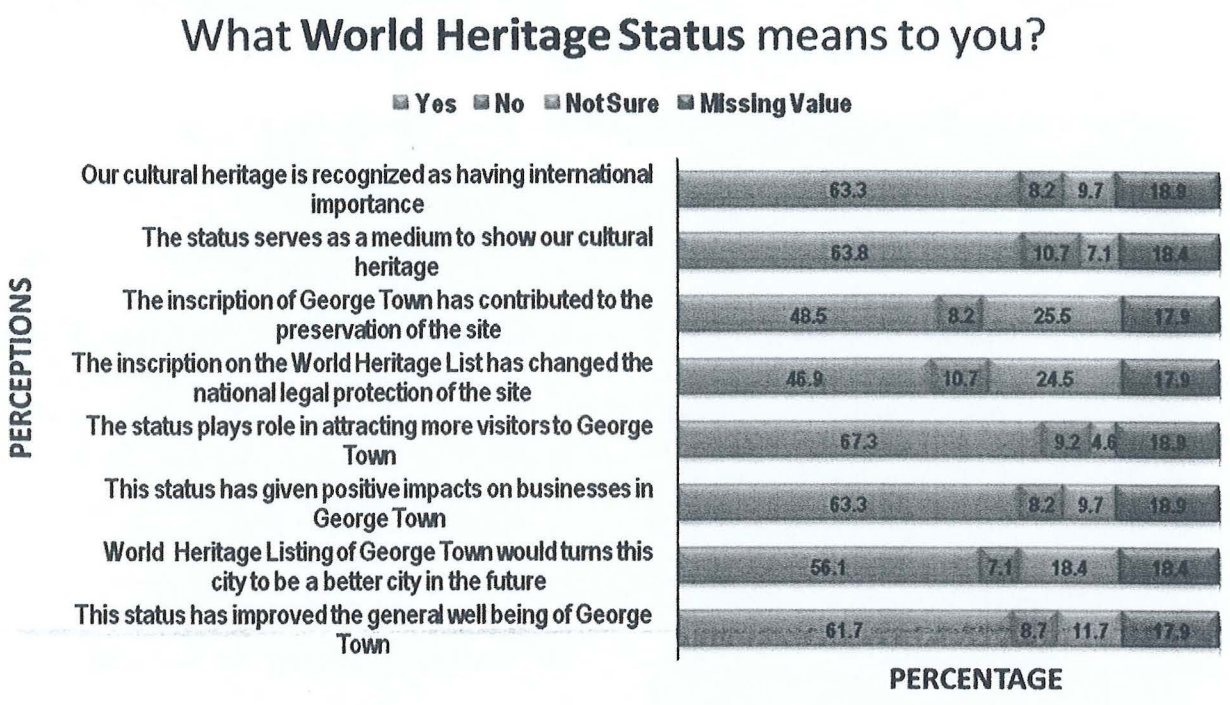


Figure 3.14: The Importance of 'World Heritage' status

From the bar-chart above, it could be seen that the most important perceptions amongst the tourism stakeholders in George Town, Penang is "**The status plays role in attracting more visitors to George Town**" with 67.3%, followed by "**The status serves as a medium to show our cultural heritage**" with 63.8%, and a similar proportion for "**Our cultural heritage is recognized as having international importance**" and "**This status has given positive impacts on businesses in George Town**" with 63.3%. For the least important perception is "**The inscription on the World Heritage List has changed the national legal protection of the site**" with 46.9%.

It could be concluded that, these tourism stakeholders believe the 'World Heritage' status will gain the number of visitors to come to George Town because through the inscription, it means George Town will catch the international attentions.

Hence, they believe the status would serves as medium to perform the cultural heritage that George Town has, and it will bring positive sentiment to the market which will widen the chance for the businesses in George Town.

iv. Respondent's perception about restoration and conservation of heritage buildings in George Town

A significant proportion (74%) of stakeholders thought that restoration and conservation of heritage buildings in George Town is important, whereas only less than one-fourth (23%) of them agree that it is extremely important.

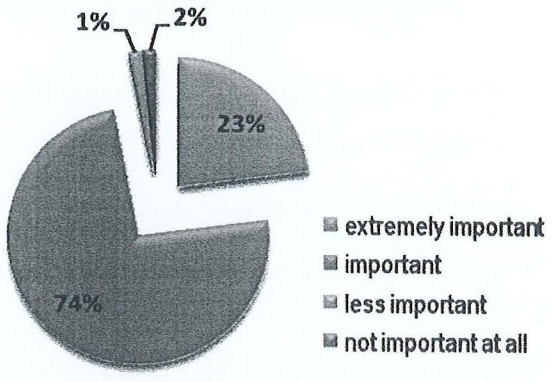


Figure 3.15: The Perception about restoration and conservation of heritage buildings in George Town

v. Respondent's rate about the condition of heritage buildings in George Town

A balance proportion, where more than one-third (35%) of stakeholders rate that the conditions of heritage buildings in George Town is moderate, and near to one-third (32%) rate that it was good, while more than one-fourth (27%) of them rate that it was bad. Only 5% of them rate for very good.

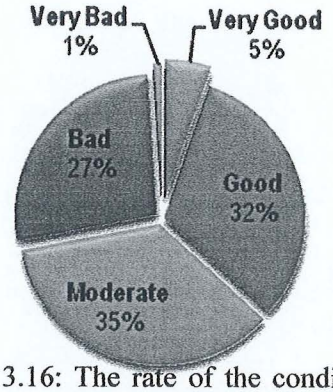


Figure 3.16: The rate of the condition of heritage buildings in George Town

About the restoration and conservation of heritage buildings in George Town, most of the stakeholders thought it is an 'important' issues. Referring to their previous perception on the 'World Heritage' status, they believe that "**The status serves as medium to perform their cultural heritage**".

According to the statement from ICOMOS (2008), which stated that:

The nominated property is considered by the State Party to be of Outstanding Universal Value as a cultural property for the following reasons:

- As excellent examples of historic colonial towns on the Straits of Malacca that have endured a succession of historical events, mostly related to their former function as trading ports linking East and West.
- As the most complete surviving historic cities in the Straits of Malacca with a multi-cultural living heritage originating from the trade route from

Great Britain and Europe through the Middle East, the Indian subcontinent and the Malay archipelago to China.

- As a living testimony to the multi-cultural heritage and traditions of Asia, where the greatest religions and cultures met and co-existed.
- As a reflection of the coming together of cultural elements from the Malay Archipelago, India and China with those of Europe to create a unique architecture, culture and townscape without parallel. (p. 77)

Based on the statement above, it could be said that George Town, Penang (together with Malacca) was chosen as the World Heritage Site considering the 'outstanding universal value' which attach on the properties there. The buildings as part of properties are the cultural heritage itself, which have to be preserved. That is why those buildings are needed to be restored and conserved.

Tourism stakeholders were actually have been aware on this matter, since their rate on the condition of heritage buildings was also stated a balance proportion with the recent survey from ICOMOS. 'Good' for 32% is fair enough for them to rate the heritage buildings condition, since the visual survey done by ICOMOS shows that only about 40% of the buildings are in good condition. ICOMOS (2008) expect that a more detailed assessment of building conditions could be carried out, and consider that conservation works carried out by public works and by private initiatives is just perfect (p. 80). Those both pie-charts (Figure 14 and 15, p. 25) show that tourism stakeholders in George Town, Penang are '**aware**' of the condition of heritage buildings and could be an excellent partner to work for the restoration and conservation of heritage buildings.

vi. Respondent's perception about the importance of the restoration and conservation of heritage buildings in George Town

- **This is my own property, so I have to maintain it accordingly**
  44% of stakeholders act neutral, while 41% of them were agree. Only 8% of them strongly agree to maintain their own property accordingly.

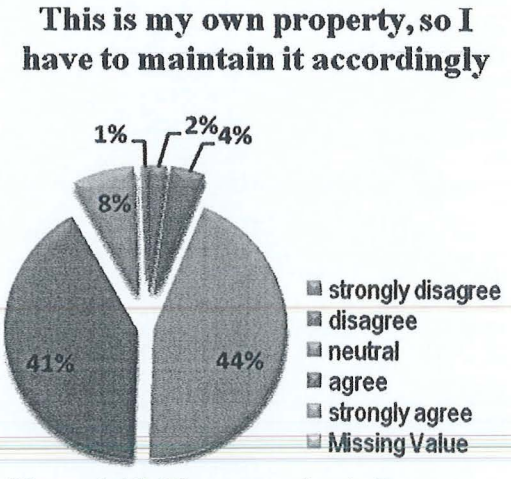


Figure 3.17: The respondent's Property

- **The government should provide incentives for restoration of historic buildings thus encourage me to restore this building**

  More than half (59%) of stakeholders agree to this perception.

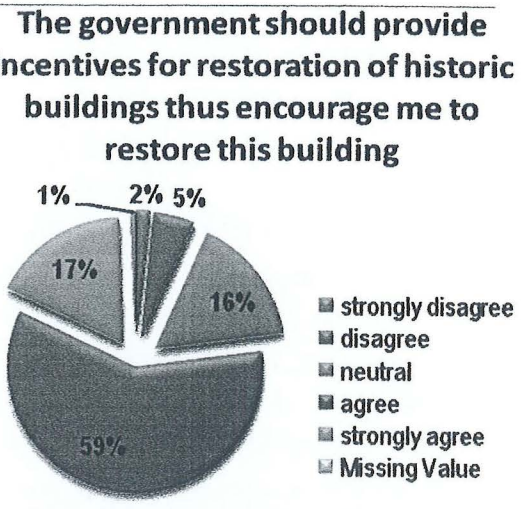


Figure 3.18: The government should provide incentives

- **The restoration and conservation of heritage building is very important to sustain George Town as UNESCO World Heritage Listing destination**

  Almost half (49%) of stakeholders agree, where more than a quarter (26%) of them even strongly agree, while one-fifth (20%) of them act neutral.

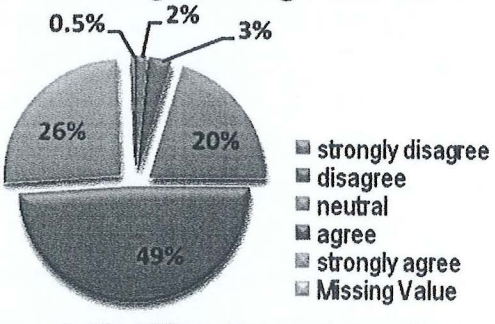


Figure 3.19: The importance of the restoration and conservation of heritage building

vii. The respondent's perception about the government spending more on the heritage conservation

A significant proportion (68%) of the stakeholders agree, while a quarter (25%) of them were not sure.

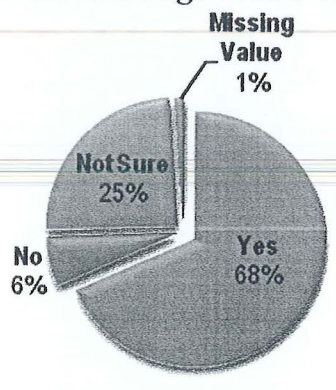


Figure 3.20: The government spending more on the heritage conservation

Source: Field Survey, George Town, 2009

According to the last four pie-charts above, it could be said that tourism stakeholders are '**prefer more**' on the "**incentives provision from the government for restoration of historic buildings**" than "**to maintain it accordingly**". Most of them were '**agree**' that "**buildings restoration and conservation will keep George Town to be on the World Heritage listing**", and '**significantly sure**' that "**government should spending more on this heritage conservation efforts**".

As stated by ICOMOS (2008), that:

> In George Town 45% of the properties are owned by the government and 55% are private. Private ownership can be individual or in the form of corporations or trusts, such as *kongsi* (Chinese clan associations and trade guilds) or religious or philanthropic groups. (p. 79)

In accordance to the above facts, actually ICOMOS already set out protection items, which consist of legal protection for national, state and/or local level, traditional protection, and Effectiveness of protection measures.

The legal protection instruments are currently implemented, and regarding to the perceptions above, tourism stakeholders should refer to the Local Government Act (1976) and National Heritage Act (2005), two from four of national legal instruments. As cited in ICOMOS (2008), explain that:

- **The Local Government Act (1976)**
  Empowers local authorities to contribute to maintaining historic buildings or sites, acquire land to protect the significance of the sites, and raise or receive grants towards establishment and maintenance of public monuments and memorials, art galleries and museums.
- **The National Heritage Act (2005)**
  Includes tangible and intangible cultural and natural heritage. The Act includes a wide definition of heritage. It establishes a new administration of the heritage: a special management unit (Department of Heritage) under the new Ministry of Culture, Arts and Heritage, and a Commissioner of Heritage to carry out the powers and functions of the Act; sets up the National Heritage Council (an advisory body), the Heritage Fund and the National Heritage Register, and provides for designation of heritage sites, declaration of heritage objects, underwater cultural heritage, declaration and protection of national heritage, licensing, appeal, enforcement powers and offences. (p. 79)

These two 'Acts' also answered the previous perception from tourism stakeholders, which they '**less sure**' that "**The inscription on the World Heritage List has changed the national legal protection of the site**". Both acts role as '**warranty**' to the property owners (tourism stakeholders itself).

4.7.3 Tourism Impact on World Heritage Designation

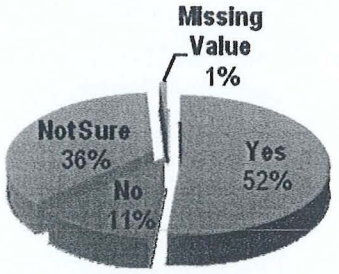
This last part tries to solicit the perceptions of the respondents (tourism stakeholders in George Town) by giving a set of Closed-Ended questions.

There are four questions had been asked. The scopes of the questions are:

i. The first question is about the tourists activities as a threat to the world heritage values of George Town
ii. The second question is about the tourism impacts in George Town, using a 5 Likert scale (1=Strongly Disagree to 5=Strongly Agree).
iii. The third question is about the participation of the stakeholders in the tourism planning and development of George Town
iv. The fourth question is about their satisfaction with the present management of heritage and tourism in George Town

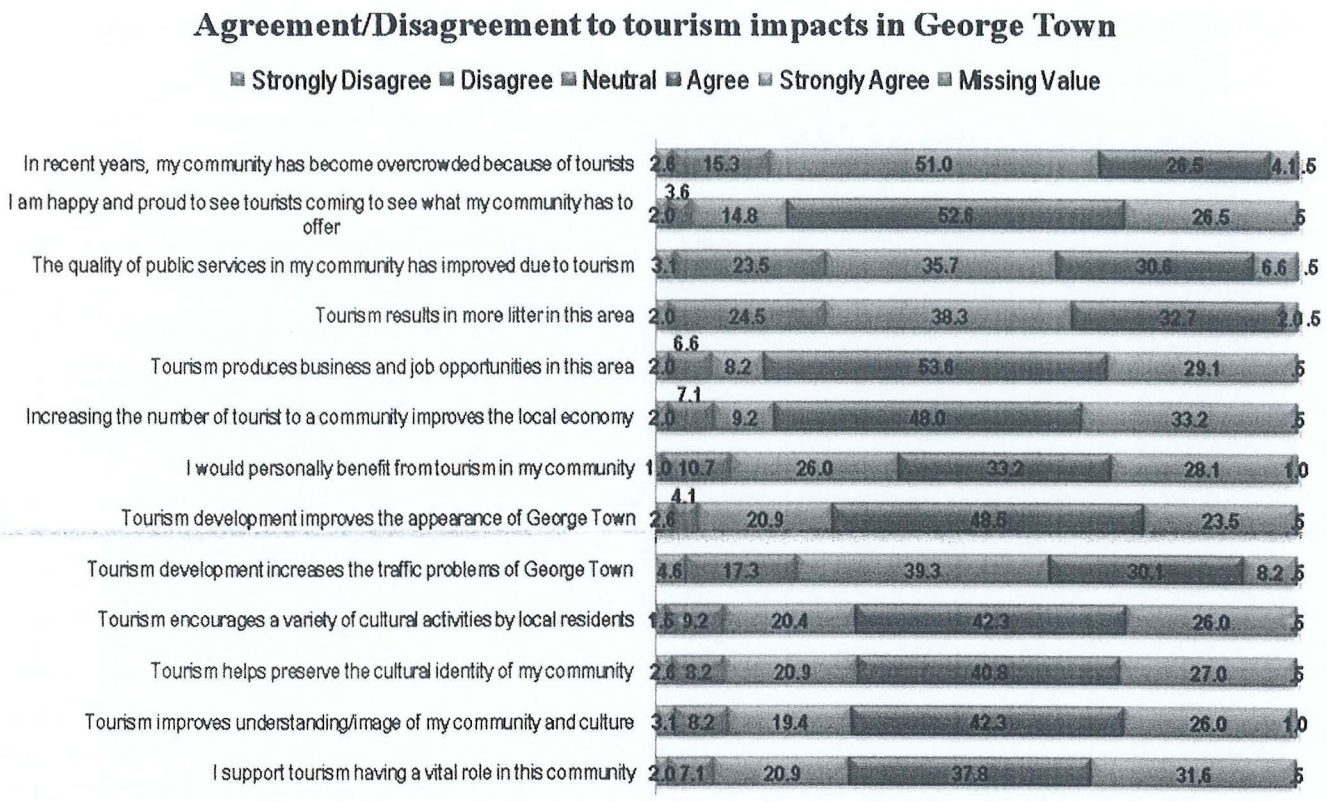
The detail percentages of their perceptions and discussions are shown in this following table:

Table 4.8: Tourism Impact on World Heritage Designation

THE IMPACTS OF TOURISM ON WORLD HERITAGE DESIGNATION	
i. Tourists activities regarded as a threat to the world heritage values of George Town Around half (52%) of stakeholders sure tourists activities could be regarded as a threat, while more than one-third (36%) of them were not sure.	**Are tourists activities can be regarded as a threat to the world heritage values of George Town**  Figure 3.21: Tourists activities regarded as a threat to the World Heritage values of George Town

ii. Respondent's agreement/disagreement pertaining to tourism impacts in George Town

Figure 3.22: Statements pertaining to tourism impacts in George Town



From the bar-chart above, the top three perceptions that stakeholders '**agree**' are:

i. "**Tourism produces business and job opportunities in this area**" with 53.6%
ii. "**I am happy and proud to see tourists coming to see what my community has to offer**" with 52.6%, and
iii. "**Tourism development improves the appearance of George Town**" with 48.5%.

Meanwhile, the stakeholders were '**strongly agree**' on:

i. "**Increasing the number of tourist to a community improves the local economy**" with 33.2%
ii. "**I support tourism having a vital role in this community**" with 31.6%, and
iii. "**Tourism produces business and job opportunities in this area**" with 29.1%

What stakeholders '**disagree**' are:

i. "**Tourism results in more litter in this area**" with 24.5%
ii. "**The quality of public services in my community has improved due to tourism**" with 23.5%, and

iii. "**Tourism development increases the traffic problems of George Town**" with 17.3%.

From the results above, seems that the tourism stakeholders try to believe that tourism would bring a '**positive impacts**' for George Town, even more than half of them (52%) had stated that "**tourists' activities can be regarded as a threat to the world heritage values of George Town**". The positive impacts they have been expected were from economic, development and prestige.

For economic impacts, could be considered they '**strongly agree**' that "**tourism will bring businesses and job opportunities for local communities**". For the development side, they '**agree**' that "**tourism will improve the appearance of George Town**", this issue supposed to be related with the restoration and conservation heritage buildings in George Town. For the prestige side, it could be said that they are "**proud to show what George Town has to the international world**". Even, they commit to '**disagree**' that "**tourism caused more litter and traffic problems**".

The only negative sentiment regarding tourism in George Town, which they feel '**not change yet**' is "**the quality of public services for community**". This one supposed to be related with the previous perceptions of George Town, about the incentives and government provision for spending on the heritage conservation. If these obligations had done and implemented well by the government, tourism stakeholders will mostly sure that the quality of public services will improve as well as the appearance improvement.

iii. Respondent's participation or involvement in the tourism planning and development of George Town

A significant proportion (69%) of stakeholders stated that they not participate or involved in the tourism planning and development of George Town, while less than one-third (30%) of them were involved.

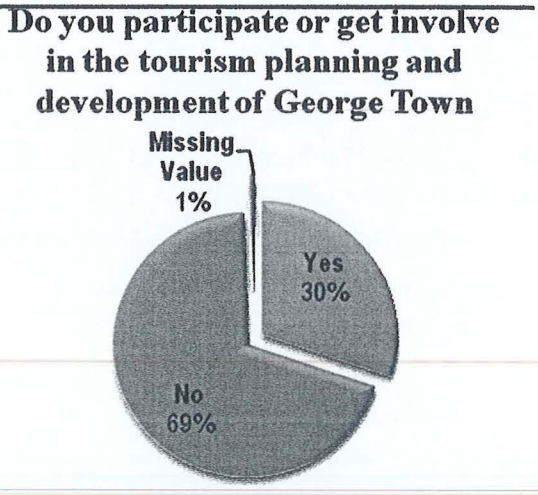


Figure 3.23: The participation or involvement in the tourism planning and development Of George Town

CHAPTER 6

FINDINGS

The analysis has demonstrated the complexity of tourist characteristics in a large urban area like Kuala Lumpur besides Penang, Malacca, and Johor Bahru. Few important points were stressed also.

Categorization of tourism city in Malaysia

Although most of the capital cities or states in Malaysia are not listed specifically as tourism city, however their roles and functions are directly related with tourism development like city of Kuala Lumpur, Kota Bharu, Kuala Terengganu, and Johor Bahru. As centre for government administrative and political operations, thus it attracts for business travel (Hall and Page, 2002). Although capital cities and capital states are significantly relates with business travel, however, not all can be classified as successful tourist city.

Thus, this review would be a platform to analyse the existing categorization of tourism town and cities done by the NUP (2006). Instead of the above-mentioned classification, other categories would be included or determined and updated with the current tourism development in those areas. Perhaps, it can be integrated with tourism development approach, level of attraction, images of the city and so on.

Level of attraction

Although tourism has been promoted in almost major cities and town in Malaysia, but the question now, what is the level of tourist attraction? Is it to cater for the international or domestic or both tourist segments? In general, only few cities in Malaysia seem to be competitive at the international level such as Kuala Lumpur, Penang, and Malacca. Besides, are there enough resources to develop tourism in a particular city or to sustain the city as a tourist attraction? In agreement with Inskeep (1991), not every place is comprised of tourism resources or adequate number of tourist.

Similarity of city's image and tourism product

Furthermore, few cities and towns in Malaysia are promoting on the same product like Port Dickson and Lumut that developing as waterfront city, George Town and Melaka as heritage city, Kuala Kangsar and Klang of royal town, and others. The similarity of city core product however would lead to direct competition of prospective visitors' market segment (Bonita, 2006). On the other hands, since tourists have many different cities they can potentially visit, thus a city must carefully brand itself in the consumer's mind (Bonita, 2006.p.18). In so doing, the city should be characterized by memorable cityscapes as to project the image easily (Judd, 1995).

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THE ANALYSIS OF URBAN TOURISM SYSTEM IN MALAYSIA: EXAMPLES OF MALAYSIAN URBAN CENTRES

Dear respondents,
This is a questionnaire form for a research entitled "Analysis of Urban Tourism System in Malaysia: Examples of Malaysian Urban Centres". It is a part of research study conducts by Tourism Research Circle (TRC), University Sains Malaysia.
The research aims to identify the travel pattern of urban tourist as well as to evaluate the image of urban destination.
Please do not hesitate to give any suggestion or comment as to improve the questions. Your participation in this study is highly appreciated. Thank you. (The questionnaire will take about 10-15 minutes to complete)
Cordially,
Assoc. Prof Badaruddin Mohamed and Ms Masitah Muhibudin

A. PROFILE OF URBAN TOURIST

1. Gender : [ ] Male [ ] Female

2. Age : _____ years old

3. Nationality : [ ] Malaysian [ ] Others

4. Marital Status : [ ] Married [ ] Single [ ] Others

5. Monthly Income : RM/ $ USD _____

6. Employment sector : (Please ticks [/] which apply)
   [ ] Government [ ] Self Employed [ ] Retired
   [ ] Private [ ] Student [ ] Housewife/ not working

7. Education Background
   [ ] Primary education [ ] Secondary education [ ] Higher education or university

B. TRAVEL PATTERN

* **For this section, International travelers** are required to answer **question 8- 21**
Malaysian travelers, please proceed to **question 12- 21**

8. Country of Origin: _____

9. What factors contribute to your decision to travel to Malaysia?

	Strongly Agree	Somewhat agree	Agree	Somewhat disagree	Disagree	Don't know
Political stability	5	4	3	2	1	0
Economic development	5	4	3	2	1	0
It is a safe country to visit	5	4	3	2	1	0
It has rich cultural, customs and ways of life	5	4	3	2	1	0
Variety of tourist attractions	5	4	3	2	1	0
Good value for money	5	4	3	2	1	0
Favourable weather	5	4	3	2	1	0
Language (no language barriers)	5	4	3	2	1	0
Others: (Please specify)	5	4	3	2	1	0

10. What is your main destination in Malaysia? _____

11. How many times have you travelled to Malaysia? _____ time (s).

12. How many times have you travelled to Malacca? _____ time (s).

13. Please name the cities visited/ will be visiting in Malaysia by sequence (before and after visit to Malacca)

Origin → **Destination(s)**
Destination: City 1 → City 2 →> City 3→ City 4 → City 5
E.g: *a) Kuala Lumpur → Malacca → Kuala Lumpur*
b) Malacca → Kuala Lumpur → Genting Highlands → Penang

14. How long is the duration of stay at a destination? (____days/____weeks/____months) / Not sure
E.g: Kuala Lumpur: 3 days, Malacca: 2 days

CITY	Day(s)	Week(s)	Month (s)	Not sure
1.				
2.				
3.				
4.				
5.				

15. What are the main purposes of travel to Malacca? _____

16. What are other activities that you did/ will do at Malacca? (Please ticks [/] all that apply)

[ ] Holiday
[ ] Business
[ ] Sports tournament
[ ] Wedding ceremony
[ ] Health services
[ ] Visiting family/ relatives/friends
[ ] Meeting, Incentive, Convention, Exhibition
[ ] Study / internship / volunteer work
[ ] Attending special events/ festivals: (please specify) _____
[ ] Others: (please specify) _____

17. How did you organize the visit / travel to Malacca?

[ ] Fully inclusive package (airfare, accommodation, internal travel, foods and beverages)
[ ] Package (airfare, accommodation)
[ ] Independent
[ ] Others (please specify):_____

18. What are the source of information have you used to plan you trip/ travel to each destination? (Please ticks [/] all that apply)

[ ] Travel agent
[ ] Internet websites
[ ] Past experience
[ ] Advice by friends/ relatives/ word of mouth
[ ] Advertisement in newspaper/magazines
[ ] Articles in newspaper/ magazines
[ ] Programs / advertisement on television
[ ] Official travel guides (brochures from states / national tourism agencies

19. What is/are the preferred mode of transportation while leaving Malacca for other cities?
(E.g. from Malacca to Kuala Lumpur City Centre= bus))

_____

20. What is/are the preferred transportation while moving within the city?

_____

21. What is/are the preferred accommodation in this city? (Please ticks [/] which apply)

[ ] Luxury, superior class hotel (4, 5 stars)
[ ] Moderate quality hotel (2, 3 stars)
[ ] Standard or budget hotel/orchid
[ ] Service Apartment
[ ] Rent a bungalow
[ ] Staying at family's/ relatives'/ friends' house
[ ] Second home
[ ] Others: (please state) _____

22. How many persons (including yourself) are travelling with you?_____person(s)

23. Who are they? (Please ticks [/] which apply)

[ ] Family/relatives
[ ] Friends
[ ] Spouse
[ ] Members of trip
[ ] Other tourists met during travel
[ ] Others:_____

C. ANALYSIS OF TOURIST INFRASTRUCTURE AND FACILITIES

24. Please evaluate the provision of tourist infrastructure and facilities at Malacca

Facilities	Very good	Good	Neither	Bad	Worst	Don't know
Accommodation	5	4	3	2	1	0
Restaurants	5	4	3	2	1	0
Airport facilities	5	4	3	2	1	0
Bus terminal	5	4	3	2	1	0
Bus or taxi services	5	4	3	2	1	0
Road signages	5	4	3	2	1	0

Facilities	Very good	Good	Neither	Bad	Worst	Don't know
Tourist Information Centre	5	4	3	2	1	0
Money changer	5	4	3	2	1	0
Phone coverage	5	4	3	2	1	0
Internet access	5	4	3	2	1	0
Public Toilet	5	4	3	2	1	0
Souvenir shops/outlets	5	4	3	2	1	0

D. ANALYSIS OF THE IMAGE OF MALACCA

25. Identify a place anywhere in Malacca that you enjoy visiting that you would go out of your way to spend time in that place with a positive feeling. Please explain why you like the place.

_____

_____

_____

26. Identify a place anywhere in Malacca that you would go out of your way to avoid and that you feel absolute negative about it. Please explain why you do not like the place.

_____

_____

_____

27. Please tick [/] in the box which most accurately reflects your image of Malacca

Ugly	[ ]	[ ]	[ ]	[ ]	[ ]	Beautiful
Boring	[ ]	[ ]	[ ]	[ ]	[ ]	Interesting
Dirty	[ ]	[ ]	[ ]	[ ]	[ ]	Clean
Noisy	[ ]	[ ]	[ ]	[ ]	[ ]	Quiet
Chaotic	[ ]	[ ]	[ ]	[ ]	[ ]	Ordered
Smelly	[ ]	[ ]	[ ]	[ ]	[ ]	Fresh
unfriendly	[ ]	[ ]	[ ]	[ ]	[ ]	Friendly
Unpleasant	[ ]	[ ]	[ ]	[ ]	[ ]	Pleasant
Sleepy	[ ]	[ ]	[ ]	[ ]	[ ]	Arousing
Distressing	[ ]	[ ]	[ ]	[ ]	[ ]	relaxing
Gloomy	[ ]	[ ]	[ ]	[ ]	[ ]	Exciting
Unfavorable	[ ]	[ ]	[ ]	[ ]	[ ]	Favorable

28. When you think of Malacca, what are the five things do you want to tell your friends in your country/ home town about?

1. _____
2. _____
3. _____
4. _____
5. _____

29. Would you like to revisit **Malaysia** in the future?
[ ] Yes
[ ] No
[ ] Don't know

30. Would you like to revisit **Malacca** in the future?
[ ] Yes
[ ] No
[ ] Don't know

31. On a rating scale from 1 – 5; with 5 being the highest and 1 the lowest, how would you rate your overall visit to Malacca? (Please circle it)

1 2 3 4 5

Thank you for your cooperation