

# **Framework of study on Tourist Route and its Implication towards Island Tourism Development in Malaysia**

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## **Abstract**

In Malaysia nowadays, route tourism is becoming positively developed, including connecting with each other the tourism resources of a number of smaller locations and marketing them jointly as an individual tourism destination area. Tourists destinations are in a condition of constant modify. This particular advancement is more extreme in the case of Island destinations due to their geographic restrictions. This research is a framework of the top concern areas for tourism development in Malaysia. The

concentrate on the study is tourist route and role of international tourist towards the effects of tourism development in the Islands. The paper discusses how the researcher proposed research framework and strategy to acquire into consideration role of tourism development Islands destinations.

**Keywords:** *Tourist Route; Destination; Tourism Development; Island; Malaysia*

## **1. Introduction**

Today, Tourism remains the world's largest industry and one of the fastest growing sectors, accounting for over one-third of the value of total worldwide services trade (WTO, 2006). ). In recent years, tourism route have been developed and planned on some Islands in Malaysia. The distinctive nature of the Islands gives rise to specific tourism-environment relationships which can be critical for Islands. Increasing importance is being placed on planned development and environmental aspects of Island tourism development (Wilkinson, 2008).

The emergence of tourism routes has played a major role in advocating community based tourism serving as a collective marketing tool for mostly small tourism enterprises within a particular destination. In Malaysia nowadays, route tourism is becoming positively developed, including connecting with each other the tourism resources of a number of smaller locations and marketing them jointly as an individual tourism destination area (Bruwer, 2003).

## **2. Literature review**

Some researchers describe the notion of 'route development' as the world's best hope to secure sustainability in travel and tourism (Lourens, 2007). The concept of tourism routes refers to an "initiative to bring together a variety of activities and attractions under a unified theme and thus stimulate entrepreneurial opportunity through the development of ancillary products and services" (Greffé, 1999). Route tourism is thus a market-driven approach for tourism destination development (Viljoen et al, 2010). In Malaysia today, route tourism is being actively developed, involving linking together the tourism resources of a number of smaller centres and marketing them collectively as a single tourism destination region (Hall & Page, 2014). According to Meyer (2004), routes seem to be a particularly good opportunity for developing less explored areas with valuable cultural resources that appeal to special interest tourists, who often not only stay longer but also spend more to pursue their particular interest. Routes appeal to a variety of users, such as international overnight visitors who use them as part of a special interest holiday, longer-staying visitors who use them for day excursions, or urban domestic day visitors (Hall & Page, 2014). In essence, route tourism simply means linking together a series of attractions in order to promote local tourism by encouraging visitors to travel from one place to another (ECI Africa, 2006). Routes vary considerably in length and scale (local, regional or international), and attract different kinds and numbers of tourists (Meyer, 2004).

### **2.1 Accessibility**

One of the major foundations of tourism is the travel or transport component (Prideaux, 2000). A destination is in many respects defined by its ability to provide appropriate visitor access into a destination and dispersal throughout the destination (Harrill, 2004). The dispersal of visitors throughout a region can provide economic and social benefits

including improved services to the host community (Prideaux, 2000). Development of appropriate access for visitors to and within a destination includes consideration of a number of key factors (Hall & Brown, 2006).

## ***2.2 Attraction***

A tourist attraction is a place of interest where tourists visit, typically for its inherent or exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure, adventure and amusement (Newsome et al, 2012). “Natural sites, man-made facilities, businesses or destinations of provincial scope/ interest that generate visitation from outside the immediate/local area; by offering outdoor, educational, scientific, natural, cultural, heritage or entertainment experiences. An attraction’s primary purpose is to provide visitors with an experiential product designed to satisfy the traveling needs of visitors but where the sale of goods is of a secondary nature (Briedenhann & Wickens, 2004).

## ***2.3 Safety***

Safety and security have always been indispensable condition for travel and tourism. But it is an incontestable fact that safety and security issues gained a much bigger importance in the last two decades in tourism Changes in the World during the last two decades were enormous. Due terrorist acts, local wars, natural disasters, epidemics and pandemics, that we were witnesses to, security has significantly decreased (Cavlek , 2002). For many countries, tourism is considered as having a great economic importance, with quite a large share in the country’s GDP. Hence, the number of foreign tourists is highly important (Kovari & Zimányi, 2011). People have always been travelling from one place to another, and the trip has hardly been secure most of the time, no matter the period and the transport means. However, nowadays, the issue of safety and security is ever more important not only for the community at large, but also for the tourists as well, since safety is a basic need in all spheres of human activity, including tourism (Bianchi, 2006).

## ***2.4 Satisfaction***

Satisfaction is then defined as “a judgement that a product or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfilment” Oliver (1997) or as an overall evaluation of a purchase (Fornell 1992). MacKay & Crompton (1990) define satisfaction in a similar way by focusing on the “psychological outcome which emerges from experiencing the service” (MacKey & Crompton 1990). Tourist satisfaction is defined as post-consumption evaluation concerning a specific product or service (Westbrook & Oliver, 1991), and proposed to be one of the key judgments that tourists make regarding a tourism service. Hence, it is a well-established, long-standing focus marketer attention (Yuksel & Yuksel, 2002).

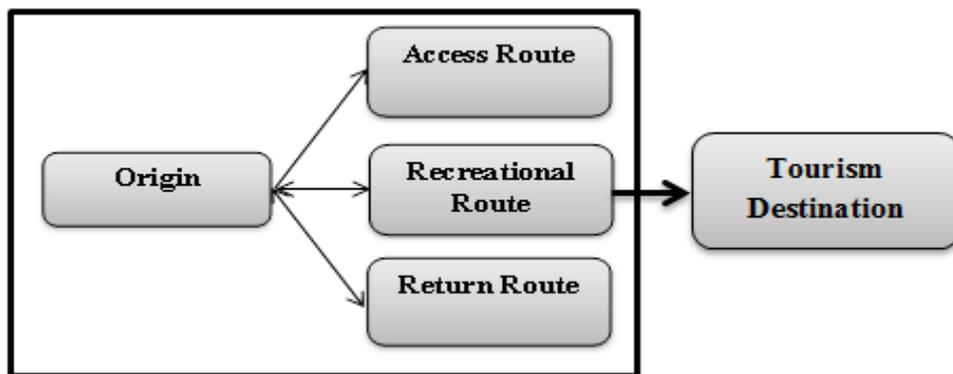
## ***2.5 Tourism Development***

The growth of the tourism industry has been most timely for several Southeast Asia countries in view of several more general economic and political changes which have taken place in the region over the past two decades (Henderson, 2003). Tourism development in Malaysia is constrained by certain socioeconomic and political factors which require planning considerations beyond the traditional concerns for growth and promotion. Apart from the New Economic Policy which calls for racial-spatial

economic restructuring and indigenization of control, tourism development in Malaysia requires reconciliation with the less than liberal religious and cultural orientations of the populace (Holidaying, 2003).

### 3. Model on Tourism Routes

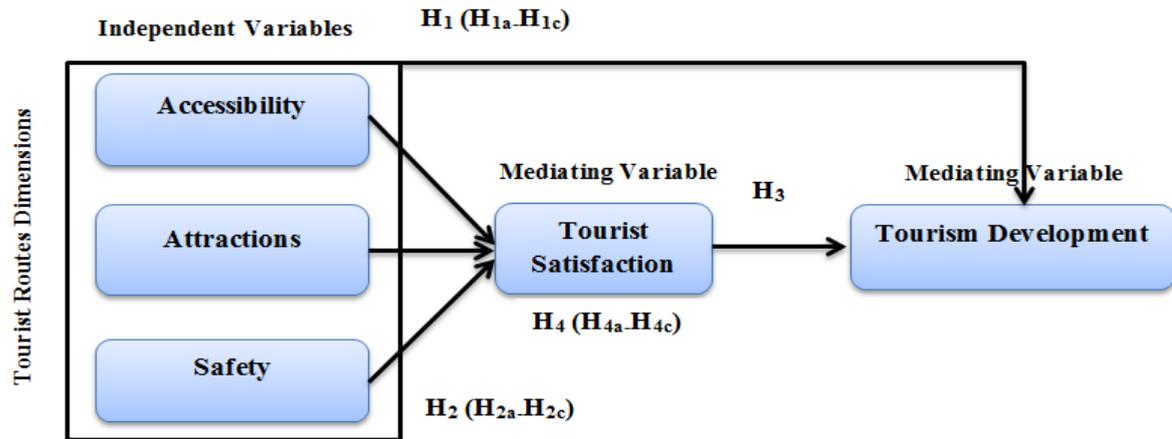
Mariot created a model in 1969, where three different routes link the tourist's origin with the destination. As Figure 1 indicates, the model identifies an access route, a return route and a recreational route. By using these routes, the traveller is given a direct connection between two places. There is also a third route called recreational route, providing the traveller with a range of services. The model by Mariot indicates that the traveler may enter the recreational route at any time for only part of the journey, making modelling even less predictable given the range of possible options and motivations to tour. The most important spatial principle inherent in Mariot's model is that of touring Mariot's Model of Tourist route between Two Locations Access routes -the concept of visiting several places during one trip.



**Figure 1:** Model of tourist route between two locations

### 4. Conceptual Research Framework

Depending on the variables referred to in section 2.1 to 2.5, the conceptual framework has been designed (Figure 2). The framework has the characteristics of accessibility, attractions and safety as independent variables (IVs) and the Satisfaction is a mediating variable (MV), and tourism development is a dependent variable (DV). The framework is utilized to investigate the direct effect of the relationships between independent variables constructs on tourism development in the Malaysia tourism routes. Moreover, it determines the indirect effects of tourist Satisfaction on the relationship between independent variables constructs, and tourism development.



**Figure 2:** Conceptual Research Framework with hypotheses development

## 5. Hypotheses Development

Through the conceptual research framework, the research hypotheses for the present research are developed and linked with the conceptual framework of the research; ten hypotheses are mentioned as follows:

**H<sub>1a</sub>:** Accessibility has a positive and significant relationship with tourism development

**H<sub>1b</sub>:** Attractions has a positive and significant relationship with tourism development

**H<sub>1c</sub>:** safety has a positive and significant relationship with tourism development

**H<sub>2a</sub>:** Accessibility has positive and significant mediating effects on the relationship with tourist satisfaction on tourism development

**H<sub>2b</sub>:** Attractions has positive and significant mediating effects on the relationship with tourist satisfaction on tourism development

**H<sub>2c</sub>:** Safety has positive and significant mediating effects on the relationship with tourist satisfaction on tourism development

**H<sub>3</sub>:** Tourist satisfaction mediates the relationship between independent variables and tourism development.

**H<sub>4a</sub>:** Accessibility has positive and significant Mediating effects on the relationship with tourist satisfaction on tourism development

**H<sub>4b</sub>:** Attractions has positive and significant Mediating effects on the relationship with tourist satisfaction on tourism development

**H<sub>4c</sub>:** Safety has positive and significant Mediating effects on the relationship with tourist satisfaction on tourism development

## 6. Conclusions

Generally, with proper government and private sector leadership, route tourism can play a catalytic role in the economic development of communities. The level of capital invested resulted in a renaissance for local economies, attracting high volumes of visitors. In comparison, the Midlands Meander started tiny and increased naturally.

Despite the fact that it has changed the local economy, this route appeals to far less visitors than its alternatives on other continents. The good harmony between all aspects of route tourism development is significant and must be localized to make sure optimistic outcomes. The value of the role of local government and private sector stakeholders during the execution and in the continuing management of routes cannot be overemphasized, especially in the Malaysia context (see Rogerson, 2002b; Meyer, 2004). To promote tourism routes as facilitating tourist during their trip. It is necessary that suitable inspiration, strategies and processes to assist in tourism and the providers are in location; this might be in the form of fundamental facilities such as good transport and communication system and tax affairs to the hotels and other tourism related industrial sectors. Furthermore, infrastructure preparing improvement associated with great power and a sanitary feature is also essential to support tourism route development plans. In addition, the government also assures the security of both foreign and domestic tourists. Is considered that close cooperation of governments with national tourism industry actors at large to support tourism development strategies is needed and also that policy makers should follow sustainable tourism plans for an attractive sustainable tourism and economic development.

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