

## Determinants of factors and the growth of tourism industry in Langkawi Island

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**Abstract:** Malaysia has enlisted many strategies and programs to meet the goal of becoming top 10 positions in tourism industry. This research had been conducted to know and identify the most influential factors to the tourism industry in Langkawi Island. There are several factors that enlisted as the factors to the tourism industry and the results of the research will be proven on the data analysis section. Economical, attraction, infrastructure and seasonal will affect the tourism industry in Langkawi island. The main purpose of this research is to understand and to know the most influential factors towards the growth of tourism industry in Langkawi Island. This study was conducted at the Kota Setar with the sample size were 379 respondents. The data were collected by using questionnaires. The results have found that all of the factors are neutral and agreed by the respondents as the factors to the growth of tourism industry in Langkawi Island. The multiple regressions reveals that the economic has ranked at the most influential factors with the value of Beta was 0.362 and the less value is 0.136 for seasonal factor.

**Key words:** Tourism industry; Economic; Infrastructure; Attraction; Seasonal

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### 1. Introduction

Tourism can be referred as the time dimension involved in the tourism, visit, which requires a minimum and a maximum period of time spent away from home and the time at the destination (Page & Connell, 2001). Meanwhile, travel agency is an agency that makes travel arrangements for tourist or other travelers, as for transportation, hotel and itineraries (John Wiley & Son, 2010). Tourism is considered one of the largest contributions in economic growth in the country. According to Kusni, Kadir & Nayan (2013), this sector has contributed RM53.4 billion of the country's revenue, an increase of 67.1 per cent from 2006 to 2009. The growth of the tourism industry is increasing year by year. Besides, every achievement, there will be several factors that lead to that attainment. These factors need to be controlled and observed appropriately because those factors may relate each other's.

There are many factors that may affect the selection of tourist destination. Valery Ipatov (2012) has mentioned that there are five criteria's and factors to the selection of the tourist arrival at the destination which are natural factors, socio-economic factors, the material base of the tourism industry, infrastructure destinations and tourist offer which is the resources hospitality. In the other research conducted by Tourism Research Australia,

the research has found that there are other factors that affecting tourism sectors such as income, relative price, air capacity, event and seasons. The researcher also found that the tourists have a tendency to spend a fixed proportion of their wages on items such as travel, for example when the income rises, demand will rise. Li Li (2014) in her research stated that the cultural tourism attractions are involved in an extremely aggressive market situation due, in supply terms, to the cultural tourism market escalating being flooded with new attractions, cultural routes and heritage centers. In additional, in some other research found that barrier free destination, transport, high quality services and marketing and services are the other factors to the tourist to access to small tourist areas. The research that have been conducted by Ortigueira (2011) stated that the critical success factors to the tourist arrival to the destination are systematic promotion of cultural events, advance knowledge of agents and tour operators, tourist motivation, quality leisure and activity, accessibility of the residents, richness of culture, richness of heritage, richness of history, protection of heritage, ethnicity, political science and economic strength, communication and maintenance of cultural values, protection of biodiversity, scenery, nature and climate, cost of air travel and security and safety during activities.

This research also will help the researcher to have better and deep understanding on the relationship between economic, infrastructure,

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attraction and seasons and factors that affect the growth of tourism industry in Langkawi of Island.

## 2. Background of study

Tourism industry is growing fast in all over the world included Malaysia. Many tourists have chosen Malaysia as a part of their destination to visit. This is proven by the report of Trading Economics; the data show that approximately about 2.8 million of tourists have visited Malaysia in the past 2014. The numbers show that the numbers of visitors are increasing from the previous year where it has only recorded approximately around 2 million tourists in 2013. The increasing of the tourism industry will contribute the part of country revenue.

This improvement is unable to achieve if the factors of growth in tourism in particular country is not be controlled. There are many factors that can be related to this improvement, either internal or external factors (Australia, 2011). All of factors need to be controlled properly because it may relate each other's. It can be explained by the situation of the affordability of the tourist at the financial crisis 1997, the number of visitor arrivals in particular country in Asia recorded a negative growth in 1998. However, these factors are needed to be determined what will be the most influential factors towards growth of tourism industry in Langkawi Island specifically and discover what should be improved to the most influential factors in order to make Langkawi Island as one of the major attraction in Malaysia. There are several factors that had been highlighted as the factors of tourist arrivals in Langkawi Island which are Economic, Infrastructure, Attraction and Seasonal.

By knowing this problem very well, the improvement and development towards all of the factors will able to done successfully in order to attract more tourist to visit Langkawi Island. Based on the past researches, tourism industry has become one of the largest contributions to the revenue to many counties. Kusni, Kadir & Nayan (2013) have mentioned in their past research, Malaysia has enlisted many strategies and programs to meet the goal of becoming top 10 positions in tourism industry. This research had been conducted to know and identify the most influential factors to the tourism industry in Langkawi Island. There are several factors that enlisted as the factors to the tourism industry and the results of the research will be proven on the data analysis section. Economical, attraction, infrastructure and seasonal will affect the tourism industry in Langkawi island. The government or any agent or authority can improve any of the factors that have most influential affect to the tourist arrival in Langkawi Island based on result obtained. There are few of the research objectives that can be specifically stated below;

a. To determine the most influential factors towards the growth of the tourism industry in Island of Langkawi.

b. To measure the relationship between the factors and the growth of tourism industry in Langkawi Island.

## 3. Literature review

The impacts of tourism are different to different person. This is explained by the level of satisfaction of different people are objective. Some people may easily satisfy with the moderate service quality while some people may not satisfy even with high service quality. The category of tourism impact can be in economic, environmental, social and cultural, tax, services, services and community attitude (Kreag, 2001). The advantage for having a high level satisfied customer is they will make a conscious decision of make long term commissioner with the services or keep remain with the same product and reduce negative feelings towards the product. In addition, satisfied customer would makes recommendation to other. While, unsatisfied customer could lose some profit and revenue (Kobylanski, 2012). The customer will evaluate the product or services they are consumed or experienced by expecting the particular product would able to meet their minimal expectation.

## 4. Economy

The limited resources available to produce the product and goods for the human consumption are explaining the basic meaning for the economy. According to Witztum (2011), the general understanding about the economy is the discipline studying the organization of economic activities in society. The economy is being the most important aspect to the development and growth the country. The economy is a measure by Gross Domestic Product. According to Tim Callen (2008), GDP is referred as the tool to measure the monetary value of final goods and services. GDP can be viewed in three different ways which are the production approach, the expenditure approach and the income approach. Production approach is the sum of the value added at each stage of production, expenditure approach is the accumulated value purchases by the final users and income approach is the sum of the income generated by production. The significance of GDP is it gives the information about the performance of the economy to the particular country. The increasing of tourism industry in economic perspective can be influenced by the political instability, wars, and currency. Crouch (1993) noted that the fluctuation in exchange rates affect the price of international travel and tourism. The slight differences between the cost of living cost of transportation and other facilities in some particular country will affect the decision making of the tourist to visit some particular place. Unfavorable fluctuation exchange rate can result several different effects such as less travel, travel to different location, reduce length to stay and reduction to spend during vacation. Gerakis (1966)

stated that favorable exchange rate will result more spending on things, spending additional goods, a shift in spending from other destination, attract new tourists and attract of border shoppers.

## 5. Infrastructure

There is no standard definition to the infrastructure meaning. According to the Torissi (2009), infrastructure is idea that the creation of the social product is due to the economic agent interacting with each other. In the others definition, the infrastructure is defined as the physical framework of facilities through which goods and services are provided to the public (Goel, 2002). So, based on these two definitions, the infrastructure can be understood by the facilities that provided to the public use for the purpose to comfort and satisfy the requirement of the public in many ways. Infrastructure form an integral part of the tourism package (Seetanah et al., 2011). As an example, the roadway that enable the people to go from one point to another point, airport that allow the flight from the abroad to land from the other countries and so on. Gearing (1974) study the case of Turkey as a tourist destination and find that infrastructure (comprising roads, water, electricity, safety services, health services, communications and public transportation) is a key determinant explaining tourist arrivals. Tourism industry and infrastructure are related each other. This relationship can be explained by the increasing of tourism industry in a particular area may also lead in infrastructure condition (Herfindahl, 2009). For instant, the attraction place like Legoland that located in Johor has brought infrastructure improvement to some local areas in the form of new roads, increase electricity and water supply and increase the signal of telephone access.

## 6. Attraction

Attraction can be related to the positive or favorable attributes of some part for a particular activity or set of activities as preferred by a customer of market, including climate, scenery, activities and culture (Harris & Howard, 1996). Harris and Howard (1996) also have stated that there are two types of tourism attraction which are, built attraction and natural attraction. Built attraction is related to tourism as a central part of business. This is means, this kind of tourism have the commercial Centre to attract the tourist to visit for the purpose of shopping, have better facilities and infrastructure and so on. Natural attraction is the places that have attraction in term of natural environment such as national parks, marine parks and waterfall. Natural attraction must be authorized by the agency or body such as Tourism Malaysia. Attraction in Malaysia has growth positively. Until at the end of April 2014, the statistical of tourism arrival in Malaysia is about more than 9 million. These numbers are indicated that the tourism industry is growing and vital to the

economy sector. (Salman & Hasim, 2012). These developments are caused by the a few element of culture such as arts, gastronomy, entertainment, celebration, natural environments and leader of the country such as place of birth of our former Prime Minister, Tun Dr. Mahathir Mohamed.

## 7. Season

In Malaysia, there are many festival season to experience. Each of the ethnic and races have different festival to celebrate. Celebrations and festivals are significant as they are the basis for mutual respect and understanding to all Malaysians (Haji Ishak, 2010), Tourism Malaysia also offered too many attractions to the tourist to visit Malaysia as their destination such as Chinese New Year Nation Open House, Formula 1 Petronas Grand Prix, Malaysia Water Festival and so on. Every year, Langkawi Island will be visited by the tourist for the LIMA exhibition. This exhibition is one of the most prestigious exhibitions that located in Centre of Langkawi Island.

## 8. Decision making

Decision making is the part of the planning process. Decision making is the process of making a conscious between two or more alternatives in order to select the one that the most desirable consequences (UNIPR.IT, 2011). The decision making process can be too complex because of the many factors that influence the physiological of the decision makers. The goals, priorities or values can be the key to the successful of decision making process. Krehbiel (2012) has stated that there are 8 steps of the decision making process, there are (1) state the problem or situation, (2) consider your goals and values, (3) determine the options, (4) consider the consequences or list the pros and cons of each option, (5) select the best option, (6) act upon the decision, (7) accept responsibility and lastly (8) evaluate the results. State the problem or situation is known and understand what the problem to be solved. It can be done by written down all the possibilities. Consider the goals and values are the step where the decision makers need to know his/her goals in order to achieve the targeted goals as well as possible. Determine the option is the decision makers need to looks the options as many as possible that fit with the situation. The decision makers need to seek out the information by two ways which are primary and secondary sources. Then, consider the consequences or list the pros and cons of each option is the decision makers need to think about the positive and negative outcomes of doing each option (Krehbiel, 2012). After that, select the best option is the process where the right options that fit with the goals are taken. Krehbiel also once said that the decision makers need to act upon decisions, which are the steps to put the decision into action. Next is accept responsibility which is be responsible to the any

failure or successful consequences and lastly is evaluate the results which is analyze the results and outcome that have been done.

## 9. Research Methodology

The research design that has been used in this research study was descriptive research design. According to Kothari (2004), descriptive research design is to illustrate of the state of affairs as it exists at present. Kothari (2004) also mention that this research method is the researcher has no control over the variable, in the other words, the researcher only can explain what has happened or what is happening. Descriptive research studies also enable the researcher to measure the items such as frequency of the respondents. This research was used two types of data which are primary and secondary data to gather the information needed in this research study. Primary data were obtained from the questionnaires and interviews, while secondary data were from the publication research, journal, articles and other related resources.

The research study was carried out at the Kota Star and place nearby. The numbers of population at the targeted area are 366,787. So, the target respondents in this research study were all the people at the Kota Star. There are not specific respondents in this research study. To determine the numbers of respondents from large population, the sampling size are being carried out. This step is necessary to help the researcher in obtaining the data easily. According to Barlett, Kotrlík & Higgin (2001), determinant sample size is to avoid the inappropriate, inadequate or excessive sample sizes that can influence the quality and accuracy of the research data. The numbers of population of the targeted area were 366, 767 people. Thus, the numbers of sampling size in this research study were 379 respondents (Krejchíe & Morgan, 1960).

The instruments that had been used are primary and secondary data. To obtain the primary data, questionnaires had been distributed at the targeted area. 379 questionnaires had been distributed to the tourists and local people in Kota Setar and the place nearby. This questionnaire will be divided into 4 sections, which are; Section A: Information about the targeted respondents, which included demographic information. Section B: This section required the respondents to answer the question about the experience that they have about the past visit to Island of Langkawi. Section C: This section required the respondents to answer in scale from 1 to 5. These scales will measure strength of the factors influence the tourism industry with the experience that they had experienced during their visit in Langkawi Island. Section D: This section required the respondents to choose the most major factors of tourist arrival with the given options. The respondent also will be allowed to express their opinion and thought in the 'Others' box.

Data preparation and analysis is the process when the all of data has been answered and

collected. The Statistical Package Social Science (SPSS) will be used to analyze the obtained data. There are a few of test had been run such as descriptive analysis, reliability test, multiple regression test, correlation analysis and independent t-test. The purpose of descriptive analysis is to summarize research data that had been obtained at the field work. The data is arrays by assigned numerical value, with columns for percent, valid percent and cumulative frequency (Cooper & Schindler, 2006). The data is presented into graph, chart, and others related ways that associated to this study. To determine how closely the various items that constitute a scale correlated, the reliability test had been done by the researcher. The result of reliability test is explained by the value of Cronbach's Alpha. The value of Cronbach's Alpha must be greater than 0.6. Next, the correlation analysis is used to measure the relationship between independent variables (the factors) and dependant variable (tourism industry) in Langkawi Island. Lastly is, independent t-test is used to measure the relationship between gender and independent variable (the factors that influence the growth of tourism industry in Langkawi Island).

## 10. Survey finding: Demographic characteristics

There are about 217 of female respondents compared to male respondent only 162 respondents. Male respondents were covered about 42.7% from the total respondent, while the female respondents were covered about 57.3% in this research. In terms of race there are about 210 of Malay respondents (55.4%) that have been answered the questionnaire, followed by Chinese with 106 respondents (28%), 43 of Indian respondents (11.3%) and others is about 19 respondents (5%, while there is only 1 respondent was not answered this question (0.3%). The respondents of Malay are the highest compared to Chinese, Indian and others.

The respondent at the age of 21 – 25 years old are the highest with 171 respondents (45.1%), followed by 94 respondents at the age of below 20 years old (24.8%), 36 respondents at the age 26 – 30 years old (9.5%), 30 respondents at the age of 40 years old and above (7.9%), and only 15 respondents at the age of 35 – 40 years old (4%) which the lowest group of respondents. The differences between the ages of the respondents may cause by the some external factors such as attractions, seasonal, infrastructure and economy of the tourist. The highest frequencies of the religion are Muslim respondents with 214 respondents (56.5%), Buddha at the second highest with 80 respondents (21.1%), Hinduism with 41 respondents (10.8%), followed by Christianity with 34 respondents (9.0%) and lastly are others such as Atheism with 9 respondents (2.4%). Only one respondent were not answered this question. The Muslim respondents are highest because the most of the respondents were come from the Malay respondents.

There are about 263 respondents (69.4%) had been to Langkawi Island, while only 116 respondents (30.6%) who never been to Langkawi Island. From 263 respondents that had been there, 161 (42.47%) of them had been there for 1-2 times which is, the higher group compare to others group. Only 9 (2.38%) out of 263 respondents had been there for 4-5 times. The respondents who had spent more than 5 days only 9 (2.38%) respondents and there are about 67 (17.68%) respondents who had spent about 4-5 days and the number of tourist who likely to spend on 1-3 days are 187 (49.33%) respondents; the people who accompanied the respondent during visiting Langkawi Island. The

respondents who went there with family and relative are about 196 respondents (51.7%) which are the highest. The lowest group was the respondent who went there by without any partner or company with only 14 (3.69%) respondents. The majority of the respondent went there to spend their leisure time with holiday and vacation. There are about 242 (63.68%) out of 263 respondents were went there to spend on holiday and respondents who went there for the purpose of works and other only 10 (2.64%) and 11 (2.9%) respectively.

Research Objective 1: To determine the most influential factors towards the growth of the tourism industry in Island of Langkawi (Table 1).

**Table 1:** The most influential factors towards the growth of the tourism industry in Island of Langkawi

Economic		
	Mean	Std. Deviation
Economic influence tourist	3.74	.937
Government incentives	3.84	.977
Bonus	3.72	.879
Infrastructure		
Infrastructure is key to tourist arrival	3.94	.860
Better facilities help tourist enjoy maximum satisfaction	4.31	.826
The quality of facilities	4.04	.869
Attraction		
Free duty zone is the major concern	4.06	.942
Historical attraction encourage tourist to visit Langkawi Island	3.80	.931
Package offered attract tourist arrival in Langkawi Island	3.83	.950
The beautiful scenery contributes the increasing numbers of tourist arrival	4.26	.818
Seasonal		
School break lead to increasing numbers of tourist arrival	4.26	.817
Festival seasons attract tourist	3.77	.978
LIMA attract tourist to visit Langkawi Island	3.78	.948
Le' Tour De Langkawi have positive effect to the tourism industry in Langkawi	3.88	.903

The mean of the economical of the country influence the tourist to visit Langkawi Island is 3.74 (SD = 0.937), while the government incentives is about 3.84 (SD = 0.977) and the bonuses that the tourist earned is about 3.72 (SD = 0.879). These three variables show that the mean of the economical factors are neutral. So it can be concluded that the economical factors are neutral to the growth of the tourism industry in Langkawi Island.

For the infrastructure factors, the mean for infrastructure is becoming the key to the tourist arrival is 3.94 (SD = 0.86), which is indicated the neutral to the factors of the growth in tourism industry in Langkawi island. While, the mean for better facilities help the tourist to enjoy maximum during the trip in Langkawi is 4.31 (SD = 0.829) which is indicated the respondent were agreed with factors. Next, the mean for the qualities of the facilities being the major concern for the tourist to visit Langkawi Island is 4.04 (SD = 0.869) which is this factors had been agreed by respondents as the factors to the growth of the tourism industry in Langkawi Island. This factors can be concluded that the respondent were agreed that this factors is the factors to the growth of the tourism industry in Langkawi Island.

For the attraction factors, the mean for the free duty zone is becoming the major concern to the tourist arrival is about 4.06 (SD = 0.942) which is indicated the respondent were agreed to this factors. The results of the historical attraction is 3.80 (SD = 0.931) which neutral to the perception of the respondent towards this factors. Next is the mean for the package that the travel agency offered is 3.83 (SD = 0.950) which is indicated it is neutral to the thought of the respondents. Lastly, the mean of the beautiful scenery contributes the increasing numbers of tourist arrival is 4.26 (SD = 0.818) which is agreed by the respondents perception. From the result, it can be concluded that this factors is neutral as the factors to the growth of tourism industry in Langkawi Island.

For the seasonal values, the value of mean for the school break lead to increasing number of tourist arrival is about 4.26 (SD = 0.817) which is agreed by the respondents. Next is the festival season is able to attract the tourist. The mean for this factors is 3.77 (SD = 0.978) which is indicated neutral to the thought of the respondents. The result of the LIMA is shown 3.78 (SD = 0.948) that is neutral and lastly is Le Tour de Langkawi is give positive effect to the tourism industry in Langkawi is 3.88 (SD = 0.903) which is neutral. This result can be concluded as the seasonal

factor is neutral to the factors of the growth of tourism industry in Langkawi Island.

**11. Multiple regression analysis**

Multiple regression analysis is used to determine most influence factors that lead to the growth of tourism industry and test the hypothesis of the research. The factors are economic, infrastructure, attraction and seasonal.

**Table 2: Model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.878 <sup>a</sup>	.770	.768	1.17895

a. Predictors: (Constant), Seasonal, Economic, Infrastructure, Attraction

b. Dependent Variable: Tourism Industry

Based on the table 4.4.1, the value of Coefficient Determination ( $R^2$ ) will explain the influence of the independent variable toward dependent variable. Value of  $R^2$  is 0.770 which is 77%. It shows only 77% of the independent variables (economic,

infrastructure, attraction and seasonal) are influence by the dependent variable (tourism industry), while the other 23% will be explained by others factors.

**Table 3: Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.030	.430		2.398	.017
Economic	.426	.036	.362	11.875	.000
Infrastructure	.394	.037	.344	10.662	.000
Attraction	.220	.033	.240	6.686	.000
Seasonal	.117	.030	.136	3.922	.000

The result shows that the highest Beta value is economic with 0.362, followed by infrastructure with the value of 0.344, attraction with 0.240. The lowest Beta value is seasonal with the value of 0.136. Based on the regression analysis, the highest value of beta explained that the most influence factor

towards growth of tourism industry is economic factor.

Research Objectives 2: To measure the relationship between the factors and the growth of tourism industry in Langkawi Island.

**Table 4: Correlation table**

	Tourism Industry	Economic	Infrastructure	Attraction	Seasonal
Tourism Industry	1				
Economic	.720**	1			
Infrastructure	.736**	.514**	1		
Attraction	.703**	.501**	.554**	1	
Seasonal	.642**	.448**	.532**	.668**	1

\*\* . Correlation is significant at the 0.01 level (2-tailed)

The correlation value between tourism industries with economic factors is 0.720. This result proved that the relationship between the tourism industry in Langkawi Island and economic factors are strong. Based on the past research that had been done by Tang & Eu (2013) discovered that economic become one of the factors to the growth of the tourism industry in the country. Chancarat (2011) has mentioned in previous research that most of the developing country enhances economic growth to promote tourism industry.

The correlation between infrastructure and the factors that influence the growth of tourism industry in Langkawi Island is 0.736. This result proved that the relationship between the tourism industry in Langkawi Island and infrastructure factors are strong. The previous research has been done Adom, Jussem, Pudun & Azizan (2012) has mentioned that infrastructure factors are significant positive for the tourism industry.

The correlation value between tourism industries with attraction factors is 0.703. This result proved that the relationship between the tourism industry in Langkawi Island and attraction factors are strong. From the past research that had been done by Hsieh (2012) stated that tourism industry have direct positive effect towards attraction. This hypothesis also has been supported by Abreyeh (2009), where the tourist attractions have effective outcome to tourist arrival. Finally, the correlation value between tourism with seasonal factors is 0.642. This result proved that the relationship between the tourism industry in Langkawi Island and seasonal factors are moderate. However, Petrevska (2013) has mentioned the hypothesis of seasonal patterns has rejected in Macedonia. But, according to Bigovic (2012), there is strong relationship towards tourism with seasonal concentration.

**12. Conclusion and future research**

The main objective for this research is to determine the most influential factors that influence the growth of tourism industry in Langkawi Island. The study had been made with 4 variables which are Economical Factor, Infrastructure Factor, Attractions Factor and Seasonal Factor. The mean is to measure the most influential factors to the growth (independent variable) with tourism industry (dependent variable) in Langkawi Island. The results have found that all of the factors are neutral and agreed by the respondents as the factors to the growth of tourism industry in Langkawi Island. The multiple regressions also had been done to measure the most influential factors (independent variable) with the growth of tourism industry (dependant variable). The results obtained show that the economic has ranked at the most influential factors with the value of Beta was 0.362 and the less value is 0.136 for seasonal factor.

The first suggestion that can be done by next research is to study the foreign tourist behavior patterns towards to the tourism industry in local country. This study can help the researcher understand the foreign tourist habits, lifestyle and other factors that related as the factors to the tourist arrival in local country. It is important to help the parties involved to improve the services quality more specifically. Next recommendation is researcher can measure the level of satisfaction of tourist toward the service quality offered at the destination. This study will help to plan the strategies to the organizations such as setting up new policies to meet the high satisfaction of the tourist when visiting the destination.

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