

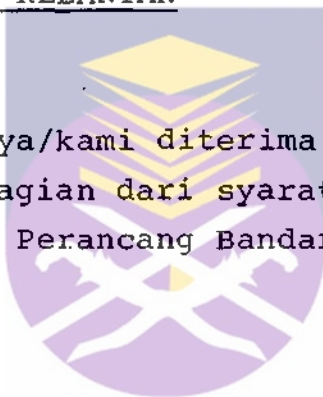
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LOCAL TOURISM IN MALAYSIA

CASE STUDY - KELANTAN

BY

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This thesis is prepared for the partial
fulfilment for the Advanced Diploma
in Town and Regional Planning

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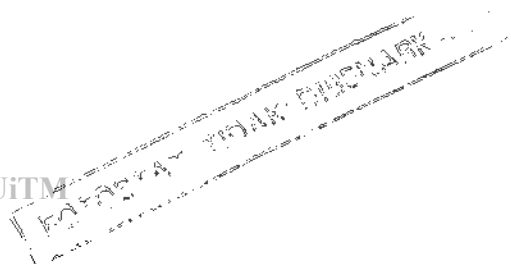
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THESIS

PERBADANAN KEMAJUAN KRAFTANGAN MALAYSIA
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ABSTRACT

Tourism is concerned with all travellers visiting places other than their places of stay for various purposes such as leisure, business or a combination of the two. The type of tourist to be attracted to a destination will influence the nature of tourism development. Within the tourism development, an analysis of available resources to determine its potential and existing facilities will have to be known. The development would then be focused on the areas with the most potential according to tourism planning principles. Accordingly, development strategies can be drawn up to cater for the type of tourists desired.



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CHAPTER 11.0 TERMS OF REFERENCE1.1 Introduction

Tourism has become one of the world's major industries. Its revenue and development potential have been recognised and pursued, first by individual entrepreneurs and then governments. Consequently, the early emphasis has been on growth and promotion rather than management and control.

Tourism has been viewed as being a "natural" renewable resource industry, with visitors portrayed as coming only to admire -not consume - the landscape, customs, and monuments of a destination area. However as tourism grew in size and scope, this industry will also compete for scarce resources and capital, and that its non-consumptive attributes did not necessarily prevent the erosion or alteration of attractions.

With the trend of mass tourism, there has come the reckoning and a belated recognition that to become a renewable resource industry, tourism requires careful planning and management.

Destinations are interfaced between tourists and local communities, where the positive and negative impacts are felt most strongly and certain action will be required, whether it be physical or strategic planning.

It is the purpose of this study to define the nature and scope of tourism and illustrate some issues in maintaining and developing the industry with reference to the study area. The study also focuses on the available resources and tourism problems and possible response strategies for developing the industry.

1.2 Case for the Study

In setting the priorities for physical development of tourism, two factors are usually considered.

- * the need to strengthen and reinforce established destination for their continued growth, and
- * the need to establish new destinations as they relate to market demands.

The established destinations in Malaysia refer to Kuala Lumpur, Penang and Malacca. While these destination have been reinforced in terms of image and identity, other destinations have been allowed to grow to establish new dispersal pattern. The establishment of this new destination however would have to compete with one another to attract the vast market. Reinforcing the right image and identity of an area would ensure the viable growth of the industry.

However, this will need to possess the appropriate resources. Moreover there is a need to conform development to the national and state objectives. This factors relates to searching for the right product to be developed which would ensure the maximum utilisation of these limited resources. As these destinations continue to grow, they by their own magnitude will create new destinations, in a sense that dispersal would be a compelling factor to retain visitor stay.

However, the course of unplanned development is unpredictable and the pursuit of tourism "per se" the purpose of financial and economic considerations often produces effects contrary to the prerequisites for the growth of a viable and attractive tourism industry. To avoid costly mistakes and to facilitate a healthy growth pattern, planning at a central level is desirable. Such an approach will dictate where resources would be utilised most efficiently for the maximisation of benefits and where the logical extension area lies.

If the situation is allowed to pursue a natural course, tourism facility development could well develop in an untidy pattern, the result of which would be wasteful and costly utilisation of resources.

1.3 Objectives of Study

Mass tourism has affected almost every country of the world of which Malaysia is one. The emphasis given to the development of tourism makes it essential for careful planning for the maximum utilisation of resources, be it renewable or non-renewable resources. As such the objectives of this study are:-

- . to understand the definition of tourism and its components.
- . to understand the importance of tourism and therefore provide a framework for tourism planning which would be in line with the physical development planning.
- . to identify resources with regard to the study area and potential sectors to upgrade/promote the tourism industry.
- . to identify the areas having the potential for tourism development and provide the environment for public and the private sector involvement.

1.4 Scope of Study

This study does not intend to prepare a regional plan or master plan for the study area - but rather to understand what tourism and tourism planning is and how strategies can be developed from the present resources available.

The first part of the study will include:-

- . the definition of tourism
- . classification of tourism

- . types of tourist
- . the tourism supply component
- . principle governing the development of tourism supply component
- . what constitute an image of an area
- . areas which attract tourist
- . the need for planning of tourism

The second part will analyse:-

- . the existing tourism resources
- . potential tourist areas/products
- . the existing facilities
- . the existing infrastructure especially the road links
- . the existing transportation available
- . the country's tourism policies
- . the state's policy regarding tourism
- . agencies involved in tourism
- . main potential tourist flows

The third part will outline:-

- . the priorities and goals for tourism development based upon the finding and analysis of the first part.
- . additional facilities which should be added
- . strategy for implementation
- . the monitoring system for guiding tourism development

The third part is the recommendation/guideline which will serve as guideline for tourism development.

1.5 Methodology

The study approach presented here will have some similarities used in the model of 'PASOLP' approach. PASOLP - which is short for 'Products Analysis Sequence for Outdoor

Leisure Planning' - is a new approach to the problems of planning tourism and outdoor recreation development, based on the notion of tourist products. The model has been developed by Baud-Bovy and Lawson (1977).¹

The fundamental notion of a tourist is the tourist image whereby it is use in tourism planning. The PASOLP approach uses 4 phases - (i) surveys and analyses (ii) tourism policies and priority flows (iii) physical plan and implementation and (iv) impacts.

Phase (iv) impacts is concerned with the possible economic and social consequences of tourism development which can be assessed from the previous analysis of flows and products. However analysis of the impacts will not be written in the scope of this study.

There are various advantages of using the PASOLP approach. These advantages are:

- it is progressive, avoiding the need for continual reference back to earlier stages of study.
- it ensures the best use is made of the most original resources in the country/region.
- it considers the international situation, ie. the products offered by competing destinations.

Phase One of this study will consists of analysis of the study area. The literature review in this part will look into the definition of tourism, the various components which are related to this industry and the importance of the industry to the economy of the nation. The analysis of the study area is to know the various resources available to be made a tourist asset as well as the shortcomings or

¹ Manual Baud-Bovy and Fred Lawson: Tourism and Recreational Development (Boston: CBI Publishing, 1977): p 139

The findings from Phase One will be synthesised to determine tourist policies and priority flows in Phase Two. This will take into consideration the principles governing the development of the tourist supply component and the state's strategies and priorities in development, in terms of physical or economy.

Phase Three is the development strategy which will outline the recommendations and policies to serve as a guideline for the development of the tourism industry in the state. This will also include a framework for monitoring the tourism industry and the necessary modification of policies adopted.

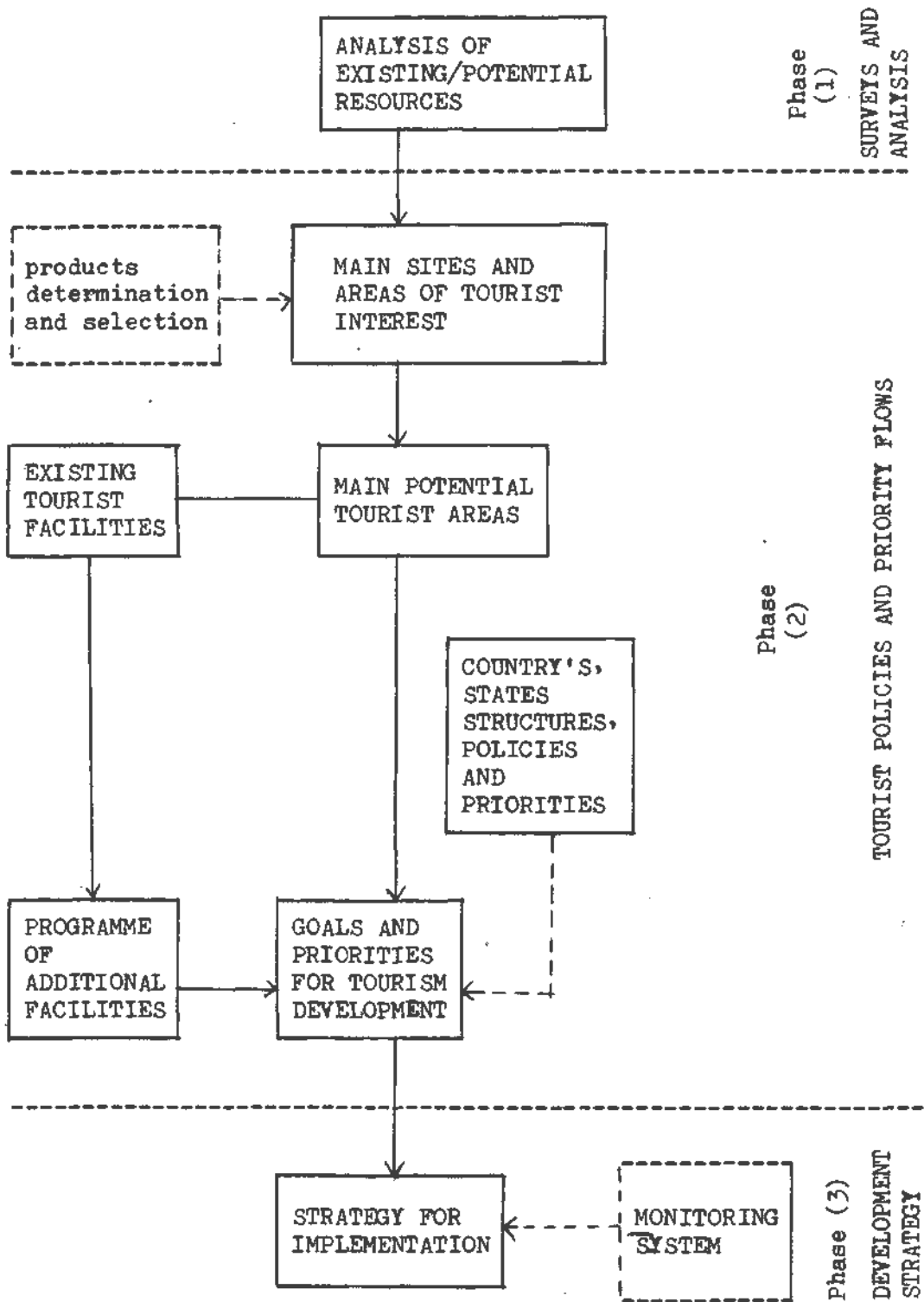


Fig: 1.5 : Work Methodology

2.0 DEFINITIONS OF TOURISM

2.1 Definition of Tourism:

The word tourism reminds one of people who are visiting a particular place for sightseeing, taking a vacation, and having a good time. Tourism involves the following group - the tourist, the business providing tourist goods and services, the government of the host community or area and the host community.

The Institute of Tourism in Britain in 1976² proposed the following as the definition of tourism:

"Tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work, and activities during their stay at these destinations; it includes movement for all purposes, as well as day visits or excursion."

Another definition put forward by the International Conference on Leisure-Recreation-Tourism, held by the International Association of Scientific Experts on Tourism and the Tourism Society in Cardiff in 1972 is³:

"Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home."

² Kaiser, Charles, Jr, and Larry E. Helber: Tourism Planning and Development (Boston: CBI Publishing, 1977)

³ Pran Nath Seth: Successful Tourism Planning and Management (New Delhi: Cross Publication, 1977): p 79-85

As the definition indicates, there are several motives for travel. For statistical purposes and to facilitate the measurement of this activity the United Nations Conference on Travel and Tourism in Rome (1963)⁴ has used the word visitor to encompass:

"Any person visiting a country other than that in which he has his usual place of residence for any reason other than following an occupation remunerated within the country visited".

This definition is widely used and recognised and was adopted by the International Union of Official Travel Organisation (IUOTO) in 1968. The IUOTO definition was intended for international travel but it can accommodate domestic tourism by substituting region for country.⁵

Thus, it can be said tourism is concerned with all travelers visiting places other than their place of stay for various purposes such as leisure, business, or a combination of the two. As such these activities have relationships and made up of services and industries that deliver the travel experience, which will include transportation, accommodations, eating and drinking establishments, shops, entertainment, activity facilities, and other hospitality services that is offered to the traveler.

2.2 Inter-Relationship of Tourism and Recreation

There is a close inter-relationship of tourism and recreation/leisure but in some cases, indistinct. Leisure

4 IUOTO: The Economic Review of World Tourism (Geneva, International Union of Official Travel Organisation, 1972): p 36-37

5 Op Cit.; The Economic Review of World Tourism: p 36-37

is actually the time available to the individual when the requirement of work, sleep and other basic needs have been met. Recreation on the other hand is any pursuits which is taken during leisure time other than those used up for childcare, homework and various maintenance jobs around the house. Tourism overlaps with recreation as a way of using leisure, and also with other activities involving travel.⁶

Mieczkowski (1981)⁷ notes that while most tourism is recreational in nature, some tourism, such as business, professional and personal travel is not associated with recreation since this activities does not falls within 'free time'. However, when activity takes place outside of the local community, and travel becomes an important component, it forms a recreational activity which is classified as tourism. Therefore tourism extends beyond recreation to become associated with business trips and family reunions; and beyond leisure itself into personal and business motives for travel, such as health and professional development. This relationships between recreation and tourism can be seen in Figure 2.1.1.

To further illustrate the relationship of tourism and recreation, consider the broad classification where leisure time is used for outdoor purposes. The classification is divided into four:-⁸

1. Daily recreation essentially using urban facilities, for short periods during the day or after work. This

6 Op Cit.; Baud Bovy and Fed Lawson: p 4

7 Mieczkowski, Z.T: Some Notes On The Geography of Tourism: A Comment (Toronto: Canadian Geographer) p 186-191

8 Burkart, AJ and Medlik, S: The Management of Tourism (London:Heinemann Ltd. 1975): p 46