



INTERNATIONAL GRADUATE COLLOQUIUM

i-SPEAK 2025

SPORTS AND PHYSICAL EXERCISE ASSEMBLY OF KNOWLEDGE SHARING

COLLOQUIUM PROCEEDINGS

**EXTENDED
ABSTRACT**

The Effect of Women's Empowerment on Tourism Development Among Women Employees at Legoland Malaysia

Farhaniza Elya Fairulnizam¹, Aida Roha Abdul Rasid¹, & Radzliyana Radzuwan^{1*}

¹Faculty of Sports Science and Recreation, Universiti Teknologi MARA, Negeri Sembilan Branch, Seremban Campus, Negeri Sembilan, MALAYSIA

*Corresponding author: radzliyana@uitm.edu.my

Keywords: Women empowerment, Tourism development, Political empowerment, Gender equality, Women employees

I. INTRODUCTION

Women's empowerment has increasingly become a key component in national development policies, especially in sectors such as tourism that heavily rely on service quality and human engagement. The global Women's Empowerment Index (WEI) score is 0.607, reflecting that women are only empowered to achieve 60% of their full potential. In Malaysia, the Ministry of Women, Family and Community Development (MWFCD) actively integrate gender equality into national development frameworks such as the Eleventh Malaysia Plan 2. Tourism, a critical economic sector, contributed RM240.2 billion to Malaysia's GDP in 2019 7, and empowering women within this sector has potential for mutual growth and sustainability. Literature suggests that tourism can significantly enhance women's economic and social status 3. This study aims to examine the effect of women's empowerment on tourism development among women employees at Legoland, Malaysia.

II. METHODS

This study applied a quantitative research design using non-experimental survey methods 4, 5. A total of 112 women employees from Legoland Malaysia participated in the study through purposive sampling, based on Krejcie and Morgan's sample size determination. Data were collected using a structured questionnaire comprising three sections: demographic profile, women's empowerment, and tourism development. Women's empowerment was measured through four dimensions, which is economic, psychological, social, and political, adopted from the Resident Empowerment Through Tourism Scale (RETS) by Boley and McGehee. Tourism development was assessed using three

III. RESULTS AND DISCUSSION

A. Women Empowerment

The descriptive analysis revealed that among the four empowerment dimensions, political empowerment scored the highest mean ($M = 3.68$, $SD = 1.25$), followed by social ($M = 3.67$, $SD = 1.29$), psychological ($M = 3.60$, $SD = 1.17$), and economic empowerment ($M = 3.59$, $SD = 1.25$). This indicates that political influence and decision-making opportunities are perceived as the most significant aspects of empowerment among the respondents.

TABLE I
DESCRIPTIVES STATISTIC OF WOMEN EMPOWERMENT

Assessment	Mean	SD	Rank
Psychological empowerment	3.60	1.17	3
Political empowerment	3.68	1.25	1
Social empowerment	3.67	1.29	2
Economic empowerment	3.59	1.25	4

B. Tourism Development

The mean score for tourism development was 3.67 ($SD = 1.12$), reflecting a generally positive perception of women's roles in contributing to tourism growth, especially through active participation, innovation, and promotion of local attractions.

TABLE II
DESCRIPTIVES STATISTIC OF TOURISM DEVELOPMENT

	Mean	SD
Tourism development	3.67	1.12

C. Relationship Between WE and TD

A linear regression analysis demonstrated a strong positive relationship between women's empowerment and tourism development, with $R = 0.942$ and $R^2 = 0.887$. This suggests that 88.7% of the variation in tourism development can be explained by empowerment factors, confirming a significant influence of empowered women on tourism progress.

TABLE III
RELATIONSHIP BETWEEN WOMEN EMPOWERMENT AND TOURISM DEVELOPMENT

Model	R2	R ²
1	0.942	0.887

D. Income Differences

The highest mean score for tourism development was recorded among respondents earning RM4,501 and above ($M = 3.82$), followed closely by those earning RM1,500 and below ($M = 3.80$). Meanwhile, the lowest score was reported by the RM1,501–RM2,500 group ($M = 3.57$), indicating that perceptions of tourism involvement were relatively consistent but slightly lower among mid-income earners.

TABLE IV
ONE-WAY ANOVA RESULT FOR INCOME DIFFERENCES ON TOURISM DEVELOPMENT

	Monthly Income	N	Mean	SD
Tourism Development	Rm 1,500 and below	23	3.80	1.07
	Rm 1,501- Rm 2,500	23	3.57	1.16
	Rm 2,501- Rm 3,500	24	3.58	1.14
	Rm 3,501- Rm 4,500	27	3.64	1.20
	Rm 4,501 and above	15	3.82	1.06

IV. CONCLUSION

The findings of this study demonstrate that women's empowerment, particularly in political and social dimensions, significantly contributes to tourism development among women employees at Legoland Malaysia. Political and social empowerment were rated the highest, reflecting strong involvement of women in leadership and community roles 8, 3. In contrast, economic empowerment was rated the lowest, suggesting ongoing financial barriers that may still hinder full participation in tourism-related opportunities 9. Tourism development was perceived as moderately high 6, and regression analysis revealed a strong relationship between empowerment and tourism development ($R^2 = 0.887$), consistent with earlier empowerment frameworks 10. One-way ANOVA showed no significant differences across income groups, reinforcing the notion that inclusive tourism development benefits women regardless of socioeconomic background. These results support the growing body of literature advocating for inclusive and sustainable tourism strategies 11.

These insights provide evidence-based direction for policymakers, tourism authorities, and corporate stakeholders to develop strategies that elevate women's empowerment as a mechanism for enhancing tourism services and innovation. The study recommends future research to explore long-term impacts of empowerment programs on women's career advancement and leadership within the tourism industry.

ACKNOWLEDGEMENTS

The authors wish to acknowledge the support and cooperation received from Universiti Teknologi MARA (UiTM) Seremban Campus and Legoland Malaysia. Gratitude is also extended to all who have contributed directly or indirectly to the successful completion of this study.

REFERENCES

- [1] Dyvik, K. (2023). Women's empowerment index worldwide.
- [2] Yusoff, Y. H., Ghazali, N. I., Mazani, N. M. B., Baharudin, M. H. B., & Osman, N. A. B. (2022). A quality of women empowerment in Malaysia: Concept paper. *International Journal of Academic Research in Accounting, Finance and Management Sciences*, 12(3), 600–611. <https://doi.org/10.6007/IJARAFMS/v12-i3/15168>.
- [3] Abou-Shouk, M. A., Mannaa, M. T., & Elbaz, A. M. (2021). Women's empowerment and tourism development: A cross-country study. *Tourism Management Perspectives*, 37, 100782. <https://doi.org/10.1016/j.tmp.2020.100782>.
- [4] Bhandari, P. (2020, June 12). What is quantitative research? Definition, uses & methods. Scribbr. <https://www.scribbr.com/methodology/quantitative-research/>.
- [5] Ponto, J. (2015). Understanding and evaluating survey research. *Journal of the Advanced Practitioner in Oncology*, 6(2), 168–171. <https://doi.org/10.6004/jadpro.2015.6.2.9>.
- [6] United Nations World Tourism Organization. (2020). Gender and tourism. UNWTO. <https://www.unwto.org/gender-and-tourism>.
- [7] Department of Statistics Malaysia. (2023). Tourism satellite account 2022. Putrajaya: DOSM. <https://www.dosm.gov.my>.
- [8] Sen, S. K., Karmakar, P., & Adhikari, S. (2023). Empowerment and women's empowerment – A theoretical basis. *International Journal for Multidisciplinary Research*, 5(3), 45–53.
- [9] Scheyvens, R. (1999). Ecotourism and the empowerment of local communities. *Tourism Management*, 20(2), 245–249. [https://doi.org/10.1016/S0261-5177\(98\)00069-7](https://doi.org/10.1016/S0261-5177(98)00069-7).
- [10] Scheyvens, R., & Van Rheenen, R. (2021). Women and sustainable tourism: Empowerment and economic inclusion. *Journal of Sustainable Tourism*, 29(5), 789–807. <https://doi.org/10.1080/09669582.2020.1849230>.