



**A STUDY ON THE FACTORS THAT INFLUENCE THE GROWTH  
OF TOURISM INDUSTRY IN LANGKAWI ISLAND**

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## ABSTRACT

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. The objectives of this research are to determine the most influential factors towards the growth of the tourism industry in Langkawi Island, to measure the relationship between the factors and the growth of tourism industry in Langkawi Island and to measure the relationship between gender and the factors that influences the growth of tourism industry in Langkawi Island.

This study was conducted at the Kota Setar. The populations at the targeted area are 366, 787 and the sample size were 379 respondents. The data were collected by using questionnaires.

The factors that highlighted in this research are the economic, infrastructure, attraction and seasonal factors. Based these 4 factors, the most influential factors were determined by using Correlation Analysis Test, Multiple Regression Analysis, Mean and Independence T-test.

Reliability analysis in this study shows that the questionnaires in this study were acceptably reliable. The results of this study show that all the variables have significant relationship with the growth of tourism industry in Langkawi Island. H1 (economical factor has strong relationship with tourism industry) was accepted), H2 (infrastructure factor has strong relationship with tourism industry) was accepted, H3 (attraction factor has strong relationship with tourism industry) was accepted and H4 (economical factor has moderate relationship with tourism industry) was accepted.

Keywords: Tourism industry, Economic, Infrastructure, Attraction, Seasonal.

# **CHAPTER 1 INTRODUCTION**

## **1.0 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 others.

## **1.1 Background**

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.