DASHBOARD VISUALIZATION FOR

TOURISM IN LANGKAWI

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ABSTRACT

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Langkawi Island have been chosen as the study area for this project to display on the ArcGIS Dashboard. The reason to choose Langkawi Island is due to it is one of Malaysia's most popular tourist destinations. It is discovered that the tourism industry in Langkawi is declining due to the Covid-19 pandemic, making it less appealing to some people who prefer to travel in Thailand due to the lower cost and more interesting activities, as well as the variety of viral and delicious food. As a result, creating the ArcGIS Dashboard as a platform for revitalizing Langkawi's tourism industry to make it easier for visitors to make decisions. This initiative has three goals. The first step is to identify internal and exterior tourism destinations that are unfamiliar to domestic and international visitors. Furthermore, tourists risk becoming disoriented, especially while seeking to find a certain location. Finally, tourists have difficulty finding locations that provide engaging activities that match their interests. This project used the ArcGIS Online and ArcGIS Dashboard tools. It is used to display a map of Langkawi and information about a certain place entered into the dashboard. The technique section is presented in the form of a flowchart to assist the understanding to carry out the project, whereas the analysis section investigates patterns in Langkawi in a variety of ways using ArcGIS Dashboard. Finally, ArcGIS Dashboard is on of the software solutions for presenting information in a unique way.

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1.0 INTRODUCTION

1.1 Background of study

Langkawi Islands is one of the interesting island group sand known as one of the international tourist destinations popular in Malaysia. The island of Langkawi has experienced development rapidly, after being declared a 'Duty Free Island' in 1987.The Government has focused seriously on development Langkawi as an international tourist destination. The various programs such as development planning, infrastructure provision, hotel facilities, public transport services and active promotion have been implemented. The private sector also has played an important role in investment to develop international class hotels and business centers. Investors are also confident that investments made in Langkawi able to contribute good profits to the business. The number of tourists visiting to this island shown increasingly until 2019 tourist attendance by 3 924 326 million people. The Langkawi Development Board has made an effort to introduce Langkawi as 'Geopark'. 'Geopark' is an area that has elements such as stone history, interesting formations of various types of stones, unique and beautiful landscapes which is attractive and enchanting and has a heritage value which can be lived and preserved. Finally, a rapidly expanding sector within nature-based travel, has gained immense popularity globally. It transcends mere physical exertion and cultural immersion, embracing activities that celebrate the wonders of the natural world. Tourists seek adventure as a means of escape and enjoyment, often finding it in national parks, which serve as prime destinations. To cater to a diverse market, promotional efforts and event offerings are diversified. Therefore, in this project, author aim to explore the overarching trends in adventure tourism, with a specific focus on Langkawi Island, delving into its unique activities, characteristics, and typologies. By employing content analysis and literature review, this study aims to shed light on trends that are of interest to both researchers and industry stakeholders, offering insights that may inform future strategies and endeavors