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## Tourist's perceptions towards the role of stakeholders in sustainable tourism

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### Abstract

The purpose of this study has to discover if differences in tourists' perceptions of sustainable tourism development in Melaka existed between three stakeholder groups: government, local residents and private entrepreneurs. The paper analyzes based on the primary data which is collected through interviews among 735 respondents. The findings indicate that the government, private and local community has played a major role for satisfying the tourists' in shaping the development of sustainable tourism in Melaka. The study emphasizes on scale methods in analyzing and reviewing the role of government, private and local communities. To the distinct stakeholders' facilities, the majority of tourists' generally were welcoming of sustainable tourism.

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### 1. Introduction

The tourism industry is internationally a rapid growing industry, contributes to the economic enhancement as well as generates employment opportunities. It has been more familiar as one of the main noteworthy service industries in the earth (Schumacher, 2007). According to GNP, tourism has been known as the largest industry in the world, while it is contributing significantly to the world's total gross national product (GNP). The World Trade Organizations (WTO, 1999) predicts that the tourism sector will expand by an average of 4.1 percent a year over the next two decades, surpassing a total of 1 billion international travelers by the year 2010, and reaching 1.6 billion by

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the year 2020. Nevertheless, like other forms of improvement tourism can also cause its share of problems, such as social dislocation, loss of cultural heritage, economic dependence and ecological degradation.

In fact, the development of tourism is growing speedily all over the world especially in a developing country like Malaysia. Therefore, tourism is a mentionable income industry of Malaysia. Malaysia is a South East Asian country which plasters total area about 336,700 square kilometers along with 29 million populations as well as consists of West and East peninsular of Malaysia. Malaysia's capital city is Kuala Lumpur while the new administrative center is in Putrajaya. Even as Malaysia is a somewhat most up-to-date competitor in the global tourism, compared with other counterparts in the Association of South East Asian Nations (ASEAN - fabricated of six countries; Malaysia, Singapore, Thailand, Indonesia, Philippines, Brunei etc.), the growth of projections are encouraging day after day.

The history of tourism development in Malaysia has not been as a result of organized government intervention until the late 1980s. In the past, the activity was carried out by private entrepreneurs and multi-nationals based overseas. It was anticipated that the global economy will continue to be conducive to growth in world tourism. All these may be viewed as mixed blessings but they do offer substantial opportunities for countries like Malaysia to utilize. This sector has been selected as second steam engine for the growth of nation for developing global competitiveness. This industry effects positively on the Malaysian economy for increasing foreign exchange earnings, and employment opportunities (Bhuiyan et al., 2011). Learning about the impacts of tourism has led many people to seek more responsible holidays.

This paper will try to indicate some of the many facilities where this can happen, and then look at what can be done to bring more positivity through stakeholders' roles. Tourism is regarded as the only way for redevelopment of historic districts in the worldwide for sustainability. The authenticity of the historical fabric is being lost. Traditional culture and community identity are not respected properly for sustainable tourism. Because of various difficulties, historic districts are big challenges for local governments, private and local community. These historic districts are either ignored or simply reconstructed. Therefore it is interesting and important to find out the responses of the tourists', in terms of the support and participation in new implementing roles. Nevertheless, most of these developments are of international or modern style, which in some cases have become intrusive in the heritage conservations. Thus it would be appropriate that the flavor of Malaysian traditional or local community be looked into, especially in the development of tourist- facilities for Melaka which is rich in history and natural beauty. Due to the increasing number of visitors to this type of area, there are many chalets and other tourist-related facilities sprouting like 'mushrooms', in the city. To some extent these new developments have disregarded the traditional and natural character of the city surroundings and thus negate not only their purpose but the impact of the whole Malaysia. The main objective of this paper is enhancing the visitor demands of a growing number of tourists through developing and diversifying the product by improve the long term competitive positioning of the tourist industry for achieving self-sustaining growth based on word-of-mouth referrals and high repeated visitors in Melaka for further long term plan. Besides, it considers exploring guidelines for the future development of tourism in order to promoting facilities either for public, private sector or for local community particularly for Melaka, and generally for Malaysia.

## **2. Literature Review**

Through attracting researchers from around the world to support us in this task, Malaysia can make an exceptional contribution in tourism field. Government has alleged tourism as an instrument of development giving precedence to defend the environments and traditions with least negative impacts (Liu & Wall, 2006). Tourism is generally used in order to widen the economic growth of a country. Because of their economic expansion of the third world countries, we should persuade tourism development (Hall 1995). Therefore, the underprivileged countries increase their towns and regions by the tourism.

The Sixth Malaysian Plan (1991); Considering the challenges and threats the tourism is facing a great importance with tourism destinations in Malaysia. It may encourage them in setting up tourism policies in order to enrol in competition with other Asian countries. The local governments in tourism destination have direct influence over the major supply side decisions that both directly and indirectly influence tourism demand. After establishment of the Tourist Development Corporation, TDC (presently known as the Malaysia Tourism Promotion Board - MTPB) through an Act of Parliament on March 23, 1972 has helped to persuade the industry. As the name implies this

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