

# **TOURISM IN MALAYSIA: AN INTENSIVE STUDY OF SOCIO-ECONOMIC AND ENVIRONMENTAL IMPACTS IN TWO CENTRAL ZONES OF KLANG VALLEY**

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## **ABSTRACT**

Being strategically located at the gateway of global routes with an impressive eco-environmental setting, Malaysia attracts a huge number of tourists and visitors from abroad who arrive in this country most frequently with modest expectations and aspirations. For that reason, tourism has been identified as one of the largest service-oriented industry in Malaysia, contributing to at least 10% of the country's GDP and providing employment to millions of people. In this context, if we consider tourism positively it can be said to be a good source of income, creating job opportunities for a huge number of local people and positioning them as economically competent individuals in the community. Nevertheless, tourism may also cause a negative effect in which the local culture may be assimilated into the alien norms and behaviours through a continuous process of acculturation. It is also learned that due to day-to-day interactions with the tourists and visitors, there occurs tremendous socio-cultural impact on local values which contextually requires to be redefined. Furthermore, from the ecological perspective, tourism accelerates expansion of the urban settlement causing damages to the natural eco-system by replacing the natural habitats with pavement and unprecedented urban settlement. From this perspective, this research is designed to examine people's perceptions and feelings about the socio-cultural and environmental impacts of tourism in Malaysia by conducting an empirical research in Klang Valley, adjoining Kuala Lumpur city.

**KEY WORDS: TOURISM IN MALAYSIA, VISITORS' PROFILE, PERCEPTION OF COMMUNITY PEOPLE, SOCIO-ECONOMIC IMPACT, ENVIRONMENTAL IMPACT.**

## CHAPTER 1

### 1: Introductory Background

Malaysia is perhaps one of the most unique countries of the world, being strategically situated at the gate-way location of a number countries passing through international sea routes with a wonderful eco-environmental setting. Being a pluralistic society, it inherited its own traditional culture with harmonious integration of the diverse ethnic groups living in a very peaceful and politically stable situation. Due to such eloquent features, people from abroad become largely attracted to this land and thus they frequently arrive here as visitors and tourists. As recently as in year 2005, it is reported that at least 16.7 million international tourists from outside had visited Malaysia bringing until then about 30 billion ringgit in terms of foreign currency in the country (see Badruddin *et.al.* 2006). For that reason, this is quite likely that tourism-industry with a target of economic expansion has been moving too rapidly in Malaysia. Accordingly, this research assesses the prospects of tourism in Malaysia as part of Southeast Asian region, and thus it will show the relevance of this issue in wider global context. From that point of view, the research is designed to show the importance of tourism in this country and accordingly it conceptualizes a theoretical paradigm for future research on tourism in Malaysia. Based on that thematic viewpoint, the paper has thus three important issues which are being discussed in different sections of it. First, it makes a review of the relevant literature and makes an annotation of those literatures to justify the suitability of them in regard to Malaysian situation on tourism. Secondly, the paper also will highlight the scope of tourism in Malaysia by identifying various issues related to it. Based on that discussion, the paper finally conceptualizes an appropriate paradigmatic model suitable as guideline for conducting our own future research and other futuristic studies on tourism in Malaysia. Finally, based on our discussion, the paper also explores the scope of tourism in Malaysia and also to locate the prospects of it in Malaysian context.

## **Malaysia: Its Regional Setting and Multicultural Features as Tourist Spot**

Malaysia is located at the center-point of South-East Asia comprising a federation of 13 states and three federal administrative territories. Peninsular Malaysia covers some 132,000 square kilometers of land being separated from Sabah and Sarawak which together comprises 60% of the total land area of Malaysia and are separated from the Peninsular Malaysia by a distance of 500 kilometers across the China Sea. Sabah constitutes an area of 74,000 square kilometers and Sarawak has another 124, square kilometers of land collectively known as East Malaysia (see Leete 2007). Sabah and Sarawak have wonderful natural eco-environment full of greenish beauties inhabited by multicultural groups of peoples including the Christians and a few *orang asli* (tribal) communities. East Malaysia is situated near to the north of the island of Borneo bordering Brunei Darussalam and an Indonesian province named Kalimantan (see Leete 2007 for details).

At present, tourism may be regarded as the largest service-oriented industry in Malaysia contributing at least 10 percent of the national GDP; and it is expected that it will provide employment to 100000 million people, which certainly seems to be very much positive in this respect. As part of requirement, it obviously becomes essential to build up infrastructural development, new accommodations and also making improvements of the hotels and catering services. Side by side, it will have to facilitate transport and communications for the visitors to find the better atmosphere for making it more comfortable and enjoyable from eco-environmental perspective. The overall physical development with infrastructural improvements of the roads and highways thus will allow the visitors with an easy access to their desired destinations with better expectations. And such development may eventually benefit the local inhabitants who have been living in those areas permanently. From sociological point of view, it is also useful to preserve the architectural heritages; and accordingly, they require fruitful reconstruction architectural renovation of the buildings and monuments of the historically significant places. From that perspective, if we consider tourism positively, it can be said that it is a good source of income; creating job opportunities for a huge number of floating population of Malaysia. Alongside of this, there occurs a kind of business investment by opening many markets, shopping-town, hotels and restaurants relating to tourism.

Based on such worldview and conceptualization, we go further for identifying a few important issues on Malaysian tourism. From economic point of view, Malaysia has been regarded as an emerging nation having all potentials to increase their annual GDP showing a considerable improvement every year. It has been included in one of the five tigers of Southeast Asian region having glorious success in terms of economic and infrastructural development. Tourism in Malaysia has also been regarded as a good source of its economic earnings; in that context, it has a special significance. Until now, there has not been any sort of demographic pressure, nor does it have any shortage of land resources. Upholding its carrying capacity, Malaysia should not allow the ruthless destruction of its natural resources abruptly in the name of tourism. As a matter of fact, tourists from abroad often come to this land to the natural beauty and also to observe their culture and heritage. For that reason, we would say that instead of modernizing tourism, Malaysia should emphasize more on ecotourism. This is economically sustainable and also simultaneously it allows the nation to protecting the environment and ecology.

A few writers (e g., Mohamed *et al*, 2006) have given special importance to island tourism in Malaysia and we believe that due to some special geographical advantage, the country may go for popularizing ecotourism making it linked to the countryside. In fact, it may be advantageous for generating good income for the people living in the coastal areas and eventually it may be a good strategy to reduce poverty among the surrounding islanders. In this context, Hall's (2007) edited book titled "Pro-poor tourism: Who Benefits" is worth mentioning here which compiled a number of articles in it focusing on the points indicating that tourism should be directed towards economic benefits of the poor residents. The book added that the most important target of tourism and the direct benefit of it should be designed for them.

Due to rapid economic development and infrastructural improvement of the Southeast Asian region, a huge amount of tourism market has expanded in this region especially centering Singapore, Thailand, the Philippines and few more other countries of this region. Tourism in Thailand and Singapore has become quite attractive as people from western world feel a little comfortable in adjusting to these regions due to easy interaction with the people having cordiality. From religious and cultural point of view, the situation of Malaysia is fully different from their neighboring countries. Thailand and Singapore have been able to preserve their older heritage and architectural monuments of the historic city centers (see Karim 2010).

Apart from these infrastructural development and business facilitations, tourism has also other socio-cultural benefits in this regard. It brings civic pride and social prestige for Malaysia by making a kind of international linkages in global context. It takes Malaysian culture abroad and people from outside can get in touch with this unique Muslim heritage in Malaysian context.

It must not however be thought that tourism always has some adverse effect on the environment. To make the environment attractive and natural, the conservationists often emphasize on point of ecological preservation. Another negative aspect of tourism in Malaysia is that it may often have some impacts on the traditional culture and values of the local people. Many people at the local origin often want to imitate foreign culture wearing western dresses leaving behind their traditional normative way of living. In some of the areas, people suspect the presence of some kind of socially-prohibited illegal activities which may have some negative impacts on the society and culture in general (INSAN, 1989).

**Map 1**  
**Malaysian Map showing some Important Geo-Administrative Locations**



Source: <http://go2travelmalaysia.com/>

**Table 1: Arrival of Tourists in Malaysia with a total Earning Assessment (1998-2013)**

<b>Year</b>	<b>Arrival of total Tourists</b>	<b>Total Money Received (in Ringgit)*</b>
1998	5.56 Million	8.60 Billion
1999	7.93 Million	12.30 Billion
2000	10.22 Million	17.30 Billion
2001	12.78 Million	24.20 Billion
2002	13.29 Million	25.80 Billion
2003	10.58 Million	21.30 Billion
2004	15.70 Million	29.70 Billion
2005	16.43 Million	32.00 Billion
2006	17.55 Million	36.30 Billion
2007	20.97 Million	46.10 Billion
2008	22.05 Million	49.60 Billion
2009	23.65 Million	53.40 Billion
2010	24.58 Million	56.50 Billion
2011	24.71 Million	58.30 Billion
2012	25.03 Million	60.60 Billion
2013	25.72 Million	65.44 Billion

Source: Rearranged and Modified from Experience Malaysia, Tourism Malaysia 2014. \*One dollar equals to approximately 3 ringgit or a little more at present time.

Apart from this, there are some ecological effects and environmental impacts which are innumerable in number. Due to tremendous infrastructural development, there has been the making of a huge construction of buildings, opening of new shops and super-markets, making additional roads and highways, which eventually make a total transformation of the traditional settlement. Due to rapid over-urbanization, many crisis and urban-related social problems emerge in the surrounding areas at the community level creating social nuisance.

From ecological perspective, the expansion of urban settlement causes damages to the natural eco-environment by replacing the natural habitats with pavement, buildings and urban settlement. The loss of trees and green space due to deforestation affects the flora and fauna which are turned into urban settlement making space for hotels and restaurants. These are undoubtedly the negative consequences having impact on the environments directly.

Apart from all these positive and negative aspects, we must make an assessment about the carrying capacity that a particular society may allow for an optimal tourism. In this context, we will have an assessment of the Klang valley and to know about the present situation of it, as to how far Klang areas will be able to support our Malaysian tourism. This information will be

procured from the administrative record-keeping documents of different Government and non-Government sources responsible for designing tourism in Malaysia.

We have already given an indication in our previous discussion that, like many other East Asian countries, Malaysia has a similar potential prospect for tourism. While the major activities of tourism are based on international visitors coming to this country, the main components of tourist's expenditure and economic interaction has a great influence on Malaysian economy. It gathered detailed information as to how tourism benefits the local people from commercial perspective. And also at the same time, the research will make an estimation of the GDP contribution of tourism in regard to Malaysia's economic welfare.

It is learned that due to day-to-day interaction with the tourist and visitors, there occurs a tremendous socio-cultural impact on local values and social structures which contextually requires to be redefined. From that perspective, the research is designed to know the socio-cultural impacts of tourism on traditional Malay cultures.

More specifically, the research ascertains local people's perception on tourism. Whether the local people are accepting the tourism from socio-cultural and religious point of view or they are treating it as a threat to Malaysian community. Also at the same time, the research generates a comparative line of data to know about the differences in perceptions between the professionals and the local community about the impact of tourism on their socio-cultural and environmental lives. The research will assess the positive aspect of tourism by locating socio-cultural status that Malaysia derives from its internationalism at the global situation. It will take Malaysian heritage at the global level and international community will be able to see about the living of diverse groups of people in a harmonious co-existence.

The research is focusing to know about the negative effects of tourism which occurs due to natural, man-made and socio-cultural environment. The negative effects can be seen in the unwelcome socio-cultural effects, increased vandalism, and loss of the normative and ideological Muslim heritage. It is well recognized that tourism in Malaysia often damages the eco-environments of this particular region of Klang Valley which is over-used by the tourists. The natural habitat is dislocated due to over-making of the roads, highways, buildings and supermarkets. The demand for new land results in deforestation and loss of agricultural and

vacant land which eventually is responsible for air pollution and greenhouse effect. The expansions of urban and peri-urban areas are also responsible for the displacement and depletion of wild varieties of rare animals.



## CHAPTER 2

### (2): STUDY AREA, METHODOLOGY AND DATA SOURCES

This research on tourism is based on first-hand empirical data collected through field research, and also at the same time, the research relies on secondary information gathered through reviewing different literature, reports, and articles at the national and international levels. The research relates to an approved project on tourism which is undertaken at Klang Valley of Kuala Lumpur in Malaysia for more than two years during 2012 to 2014. The areas which are covered in this research include the whole urban and peri-urban localities belonging to Klang Valley locations of Kuala Lumpur and Selangor.

Klang is the oldest Royal Town of the State of Selangor and it is one of the main gateways to enter Malaysia through sea. Klang valley on which we collected extensive data is geographically located in the north and south zones of it marking Klang River in both sides of it. Both these side-zones are clearly separated from each other by a river since long past. Because of having some administrative locations, Klang South becomes quite busy during the week-days; and in the week-ends, the area simply turns into a center for social and recreational activities especially after office hours and holidays. It may be noted here that the biggest port of Malaysia named Port Klang is also located at Klang South. The etymology of Klang further suggests that its nomenclature has been taken from Klang River that runs through the town itself. The entire geographical area thus is surrounded by the river which begins at Kuala Lumpur and runs towards west all the way to Port Klang. The whole region is now known as Klang Valley where Kuala Lumpur City is located; and this study thus is based on Klang Valley focusing most intensively to its surrounding areas located within Kuala Lumpur.

Kuala Lumpur is the capital city of Malaysia and is identified as the part of Klang Valley; it comprises 1.4 million people of whom, 45.9% are the Malays, 43.2% are the Chinese, 10.3% are the Indians and the remaining 0.6% are coming from other different ethnic categories. Circumscribed by the Titiwangsa Mountains in the east, and Sumatra island of Indonesia on the west, Kuala Lumpur belongs to a tropical rainforest climatic zone (see Map in Wikipedia 2012).

This final product of this research has been guided by an exploratory study based on empirical data collected at the field level. It generated socio-anthropological and first-hand information at

the primary sources from a micro-level investigation. The research covered multiple aspects of field studies seeking views from a cross-section of people. The principal investigator and two other research assistants have employed their participatory approach to make it more meaningful. Among the various other steps, the research formulated an interview of a few professional persons from cross-section of people. This enabled us to know the opinions in regard to socio-cultural and environmental impacts of tourism in this regard.

To make an in-depth exploration at the field-level, the research generated a questionnaire to interview all the heads of the families living in that region with a target of making a total enumeration of two closely located central urban neighborhoods in Klang Valley. The two study sites, Taman Impian Ehsan and Taman Midah from Klang region were chosen because of having their central location nearer to Ampang and its neighbouring areas which are regarded as well-frequented tourist route. Both Taman Impian Ehsan and Taman Midah are easily accessible from the main city centers and the local people living in these areas always confront in interaction with the tourists most frequently in their everyday life as most of the tourists usually stay in the hotels located near to these places.

This type of quantitative data allowed us to generate survey-based information about various aspects of tourism in Malaysian context. Apart from these interviews, the research has additionally conducted two FGDs (Focus Group Discussions), taking one from the local people at the community level and the other one from among the foreigners who have come to Malaysia for temporary stay as visitors. This provides us with all spontaneous data relating to tourism. The FGDs are conducted by the principal investigator himself along with his doctoral student as facilitator who is directly involved with the research.

More specifically, we have some additional information about Klang valley and its surrounding regions by making an assessment of the areas in regard to its capability to bear the load as a tourist spot in terms of its carrying capacity. This allows us to know as to how far Klang areas will be able to support our Malaysian tourism. We have procured all these information from the administrative record-keeping of different Government and non-Government sources designed for tourism in Malaysia. It may be noted here that one doctoral student with her profound knowledge and background on environmental sociology has worked as key-investigator supervising the data collection at the field level. She herself along with the principal

investigator/author of this research also collected some important data in this regard. The reason for using several methods based on triangulation in this research is simply to gain confidence and reliability in terms of its methodological strength. A brief outline of the research methods is shown below in a tabular-form to earmark each specific activity.

**Table 1: A Tabular Description of Different Aspects of Data Collection Procedures**

<b>Data Gathering Activities</b>	<b>Tools of Data Collection</b>	<b>Number of Respondents or Size of Sample</b>
Household Survey of Two Urban communities in Klang Valley Areas	An all-inclusive structured Questionnaire	(Locality 1: N=100+Locality 2: N=100) = Total Number of Respondents are: N=200
Interview of the Tourists	Based on Structured Questionnaire	A total of 150 tourists and visitors coming to Klang Valley Region from different parts of the world.
Sample interview for Professionals	Based on a pre-designed checklist	2 Professionals having expertise on environment.
In-depth interviews	Based on a pre-designed checklist	10 interviewee in total
FGDs	Based on target-focusing checklist	2 FGDs seeking views from national and international respondents regarding tourism in Malaysia.

## CHAPTER 3

### CONCEPTUALIZING TOURISM: THEORETICAL FRAMEWORK AND REVIEW OF LITERATURE

#### 3.1: Conceptualizing and Describing Tourism:

Based on Webster's Dictionary, the term 'tourist' designates a person seeking a journey from his own place to outside where he returns back in the starting point; making a kind of circular trip which may be targeted for business, pleasure, relaxation or education. This definition combining recreation and business has not been accepted by many with the arguments to denounce it having some professionalism as part of it. Accordingly, Mieczkowski (1981) refuted the etymological meaning of Webster by saying that most tourism is recreational in nature, for which business, professional and service-related personal or group tours may not be included as part of it. Recreation, according to Mieczkowski (1981), entirely falls within the purview of leisure situation involving free or discretionary time leading to 'revitalization' or relaxation of the mind and body. To endorse Mieczkowski's views in a different perspective, Murphy (2013) added that "part of this recreational activity takes place outside *his* local community and as a result travel becomes an important component" (p-9). And in this context, travel and movement is an important way "to discover the unknown, to explore new and strange places, to seek changes in environment and to undergo new experiences" (Robinson 1976: XXI).<sup>1</sup> (the terms travel and tourism are often used

Thus, tourism has been conceptualized as a temporary movement of the people towards outward destinations having resided there usually for a shorter period of time with embodied experiences (see Mathieson & Wall 1982; Bucckart and Medlik 1974). "Basically, tourism is a movement in space from a person's home district to one or more destinations and then back again" (Aronsson 2004:23-24). It denotes a short term movement of the people from one particular settlement or region where he stays permanently as home-based settlement to an outside place which is absolutely different from his present one. In providing a conceptual framework of tourism, Alistair Mathieson & Geoffrey Wall (1989: 14) outlined three basic elements of tourism: (a) first of all, it involves the stay in some selected destinations; secondly, as part of it, the tourists are concerned with effects on the economic, physical and social sub-system with which they are

interacting more or less very closely during the time of tourists' visitation in a foreign land. Thus, tourism has been identified as a composite phenomenon incorporating the diversity of interactions and relationships which are found in the tourists' whole travel process (see Mathieson and Wall 1989 for details).

Tourism is a recent economic force in global trade; and thus in recent times, it has often been regarded as an 'industry' specially involving varieties of people sharing their socio-cultural behavior and economic transaction through their personal interaction. It is estimated that tourism provides direct and indirect employment to at least 200 million people and it was forecasted that tourism related jobs throughout the world would generate 350 million available works in this connection by the year 2005 (see Smith 1995). There are a few literatures (e.g., Lea 1988; Smith and Eadington 1992; Hall and Brown 2006; Hall 2007) which have exemplified the economic development of tourism in some developing nations of the world through the extensive use of tourism and the utilization of its potential role for human well-being which have also been well documented in those writings. Despite having such importance, research on tourism has just started; and in this context, the number of empirical researches is, also not many.

Yet, there are a few important literatures which provide us with a right direction in expanding our academic horizon in regard to the 'epistemology of tourism' relating the fields of environment and social science (e.g., Hohl & Tisdell, 1995; Bryden, 1973). Among the literatures available in the field of tourism, we may specifically cite here below in our discussion seemingly very valuable in this regard. These will help us to conceptualize our proposed research in the field of tourism in regard to Malaysian situation. At the very outset, we may begin with the issue of tourism discussing it mostly from a theoretical viewpoint.

Smith (1995) has written a book on tourism which included a total of eleven chapters covering all aspects of its demand-side of it as an emergent industry. In this book, geographical aspects of tourism have been specially focused through descriptive and partial statistical interpretation. At the very beginning of the book, it provides us with an overview of tourism-research, and thus has given us with all theoretical definitions of it, based on historical update.

Muller and Jansson (2007) edited a book entitled "Tourism in Peripheries: Perspectives from the Far North and South". A total of fourteen papers from diversified disciplines focusing the

contributions of a number of scholars from different countries have been incorporated in the proceedings which were earlier presented in a conference on tourism. Taking regionalism as the main focus of interest, the papers highlighted tourism from the perspective of space, place and environment and the presenters mostly correlated the issue of tourism with regional development. One of the papers on, “Organizing Tourism Development in Peripheral Areas: the Case of Subarctic Project in Northern Sweden” was written by Malin Zillinger (2007). It indicatively focused on tourism in the sub-arctic Network in Northern Sweden to attract foreign tourists in the region having a possible economic gain for the people of that locality (see Zillinger, 2007, for details).

### Chart 1

#### **An Annotation of Some Significantly Relevant Books and Articles Relating to Tourism Research in Global and National Contexts**

<b>Name of Author(s) and Title of Book</b>	<b>Principal Theme and Main Contents of the Study in Brief</b>
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Adrian Franklin (2003).  
Tourism: An Introduction.

This book is designed to provide a guideline in understanding the theory, practice and development effects of tourism in general. It considers general theories of tourism and as such deals with tourism as social and cultural phenomena. The book is sequentially divided into three parts each one of them is designed to be self-standing and can be dipped into and conceived of as critical evaluation of tourism.

Stephen L.J. Smith (1995). Tourism  
Analysis

This is an introductory book offering immense discussion on asking, knowing and answering basic questions relating to tourism. Having discussions on a variety of quantitative methods drawn from numerous sources in the social sciences the book presented them in clear and step-by-step styles.

Peter E. Murphy (2013)  
Tourism: A Community Approach

The seminal work of Peter Murphy offers a comprehensive examination of tourism development by taking a community approach which allows a balanced assessment of tourism in the industrial nations of North America and Western Europe. Finally, the book advocates the adoption of an ecological approach to tourism planning which will permeate tourism into general community goals and planning strategies.

Rhonda Phillips and Sherma Roberts  
(eds). Tourism, Planning, and  
Community Development

The introspection of tourism and community development is a fascinating issue which has been depicted in this book with an inclusion of nine articles intricately connecting tourism planning and community development. From the diverse perspectives, the book discussed the complexities of tourism planning which can be daunting to communities to revitalize the existing efforts of tourism.

Telfer and Sharpley(2007).  
Tourism and Development in  
Developing World

This book explores the nature of tourism-development by having an investigation on the challenges and opportunities which the developing countries have been facing.

David A.Fennell (2008).  
Ecotourism

David A.Fennell's book on Ecotourism poses a question saying that there are enormous literatures on tourism which in fact, do not cover the eco-tourism perspective. It comes as no surprise to attempt to make a beginning of this study by giving all explanations about mass and alternative tourism relating them to sustainability and carrying capacity. In fact, the book is useful for having social and ecological impacts of ecotourism.

D.K.Müller, & B. Jansson (2007).  
Tourism in peripheries: Perspectives  
from the far North and South.

Access to peripheries is an important strategy to develop and popularize tourism. This book has reviewed the scope of tourism development by involving the peripheral zones as part of discussion where a total of fourteen papers from diversified disciplines treated regionalism as the main focus of interest.

Clem Tisdell (2001). *Tourism  
economics, the environment and  
development: analysis and policy.*

A total of 27 articles have been included in this book where Clem Tisdell's sole contribution is quiet prominent. Most of the articles except a few are authored and co-authored by Clem Tisdell. The content of the book has four parts having various dimensions of tourism development.

Bella Bird (1989). *Langkawi--from  
Mahsuri to Mahathir: Tourism for  
Whom?*

The Institute of Social Analysis is the name of INSAN published this book specifically to focus on Langkawi, an island in Malaysia. The book raised some important issues relating to the tourism in Malaysia with some drawbacks of destroying resources having social impacts, and cross-cultural influence.

C. Michael Hall (ed.). (2007). *Pro-poor  
tourism: who benefits? Perspectives on  
tourism and poverty reduction* (Vol. 3).  
Channel View Publications.

C. Michael. Hall's book has dealt with tourism as part of reducing poverty of the local people. Among various aspects, using as a tool for economic development has been an important direction for many developing nations.

Richards & Wilson (Eds.).  
(2007). *Tourism, creativity and  
development*

This book has shown an relationship between tourism, culture creativity and development supported by ongoing empirical research in many different countries of the world.

Rhonda Phillips & Sherma Roberts  
(Eds.). (2013). *Tourism Planning, and  
Community Development*

Community development and tourism planning is a fascinating discursive at the present time. The complexities of tourism planning and community development can be daunting challenge to revitalize tourism

Mohamed, Som, Puad, Jusoh, & Kong,  
(2006). *Island Tourism In Malaysia:  
The Not So Good News.*

The study indicated that although the tourists are bringing along lot money in the form earning for the people and the government. But there have been some unforeseen impact of tourism where the localities are losing their natural setting and originality.

- Hall & Richards (Eds.). (2002). *Tourism and sustainable community development*. Tourism and Community Development has been the main theme of this book which identified tourism as the primary resource-base of it. A total of 20 articles focusing on diversified aspects of community were incorporated to relate them to tourism.
- Mathieson & Wall (1982). *Tourism, economic, physical and social impacts*. The unprecedented expansion of tourism has given rise to increasingly pronounced economic, physical and social impacts. This book highlighted as to how these impacts affect the society and culture.
- Ti Teow Chuan (ed) (1994). *Issues and Challenges in Developing Nature Tourism in Sabah*. As part of nature-tourism, this book is a compilation of a number of articles presented in an international seminar organized in Sabah, Malaysia which mostly focused on ecotourism in Malaysian context basing Sabah as an important spot of it.

(Source: Updated, Expanded and Modified from Karim et al., 2014).

One of the articles written by Lovelock (2007) presented data on visitors' perspectives on 'Naturalness and their Consequences in New Zealand' which had brought useful information relating to the attitudes of the tourists having taken their views in regard to making it attracted to the outsiders. This aspect of seeking opinions from the tourists' point of view for preserving the natural habitat seems to be quite relevant for our research. In our proposed study, we may also seek suggestions and views of the local people in regard to preserving the natural eco-environmental habitat without destroying them at large. We may also seek suggestions of the foreign tourists to make the tourists' spot attracting to the outsiders.

Pro-poor tourism as a perspective of reducing poverty of the local people has been highlighted in a book edited by C. Michael Hall (2007). By employing tourism as a tool of economic improvement of the developing countries, the book included a number of articles (e.g., DeKadt 1979; Lea 1988; Smith and Eadington 1992) to focus on such particular aspect. In this context, Hall's contribution is academically very much significant and crucial and as such the book included a few papers which discussed tourism in different regional settings.

Ashild Kolas (2008) has published a book entitled "Tourism and Tibetan Culture in Transition" explaining a processual and historical reconstruction of the Tibetan culture which was found to be commercially beneficial and economically suitable. From spatial point of view, the stakeholders of tourism have targeted constructing and reframing Shangrila for promoting



tourism in that region. Basing tourism in Shangrila, there is much to learn from that research as to how a particular place gets contested for reinvention.

The importance of tourism has been highlighted in a very useful compilation by Clem Tisdell (2001), a Professor of Economics from the University of Queensland where the author has incorporated a wide range of documentation showing tourism as highly dependent on environmental conservation. The book is particularly suitable as a total of 27 articles in this compilation are reflecting the observatory writings from different ecological settings. In this volume, Clem Tisdell and David L.Mckee (2001) have written a paper entitled “Tourism as an industry for the economic expansion of archipelagoes and small island states” identifying tourism as a tempting force to decentralize population. Based on their assumption, it may clearly be hypothesized that the marginal-poor people from highly-densed areas of a nation could often be diverted to the tourists’ spots locating their small petty-business for subsistence.

One of the articles written by Rajasundaram Sathiendra Kumar and Clem Tisdell (2001) focused tourism as the principal force as well as an important source of economic development for Maldives in the Asia-Pacific region. In that research, it was found that the economic development of viewing opinions from the tourists’ point of view seem to be quite significant for our proposed study where we may seek suggestions and views of a few people from outside enabling us to make future planning. Furthermore, the paper sought opinions of the local people seeking their suggestions in regard to the preservation of their eco-environment, without destroying the natural habitat. The inner thrust of this study impedes us to accept eco-tourism as an alternative strategy which disallows the destruction of natural resources and instead, encourages preserving it.

In the south-east Asian context, during the early part of 1990s, an international conference on tourism was held in Kuala Lumpur under the sponsorship of the Department of Urban and Regional Planning of University Technology Malaysia to know about tourism-contexts of this region. Among a number of contributors, Badri Bin Haji Masri (1991) has provided us with a valuable documentation on the growth and prospects of domestic tourism in the Southeast Asian region. Another paper presenter named Yeo Nai Meng (1991) in the same conference highlighted the trends and prospects of tourism in the 1990s in Singapore and Malaysia identifying Asia Pacific region as the fastest growing tourist region of the world.

A more relevant research has been conducted by Mohamed *et al.* (2006) which specifically mentioned about the significance of tourism in the Malaysian economy. The paper discussed tourism development in a few islands of Malaysia, namely, Langkawi, Pangkor, Tioman and Redang providing us with valuable information on the topic which identified the impact of tourism in development context. The research assessed both positive and negative impacts of tourism in these islands which have been pressurized tremendously overlooking the carrying capacity of these areas. Based on such directions, this proposed research of us is intended to focus on Klang Valley as a study region to know all aspects of socio-cultural and environmental impacts of tourism in Malaysia.

## CHAPTER 4

### (4): TOURISTS AND VISITORS IN MALAYSIA: TRENDS IN ARRIVAL AND THEIR SOCIO-DEMOGRAPHIC PARAMETERS

#### 4.1: Trends in Tourists' Arrival

In assessing local people's perception of tourism in Malaysia, it seems to be quite logical to visualize the trends in tourists' arrival and also at the same time, it is essential to have an idea about the type of people who are undertaking their trips in this country for a shorter period of time as tourists. Contextually, we sketch here a background profile of the visitors coming to Malaysia from outside and produce a sense of reconciliation to bring them together for a socio-cultural and economic interaction. In view of this consideration, a total of 150 tourists from 23 different countries including 25 Malaysians from other regions were identified and interviewed who have been found visiting Klang Valley and its surrounding places in Kuala Lumpur. It is reflected from our data that apart from visitors coming from a number Asian countries, visitors also came from West Europe, Middle-East, Australia, Canada and the United States. While talking to these visitors very informally during the interviews, it has been ascertained that the tourists are exceedingly happy and satisfied with the treatment they receive here from the local people. Most of the respondents regard Malaysia as climatically and geographically suitable and ethno-politically peaceful country.

While talking to the visitors very informally, it was learnt that the majority of the respondent-tourists have come to Malaysia to pass their leisure time for vacation but there are also a few visitors who have come for business and education while, the remaining are visiting their relatives and friends who are staying in Malaysia. The most fascinating tourist activities are sightseeing and visiting the super markets and enjoying foods in different hotels and restaurants. Many visitors are attracted to the hills and beaches. Others are fond of walking, hiking, trekking, scuba diving/snorkeling and participating and enjoying diversified cultural events in Malaysia (Nor' Ain Othman 2007).

## 4.2: Socio-Demographic Characteristics of the Tourists

Tourists' socio-demographic information and profile statistics is the reflective of their social background which is particularly useful and notably relevant for the policy planners of the host countries. Accordingly, it provides some basic data on those tourists who are travelling to Malaysia as temporary visitors. Tourists in Malaysia belong to different ages being both male and female (M=62%, F=48%). Younger people below the age of thirty five years (45.3%) and middle-aged persons coming from an age category of '36 to 50 years' with a percentage of 33.3 are found to be quite dominant in the ratio as tourists in Malaysia. Nevertheless, the older tourists above 50 years of age however, are not lagging behind as they are also responding very positively having a content of 20% of the visitors. Although 39% of the visitors are Muslims coming from the neighbouring countries of South-East Asia, South Asia and Middle East, the Christians constitute 25% of the visitors followed by the Hindus containing 20%. The remaining 6 per cent of the visitors are coming from other diversified religious groups composing Buddhists, Sikhs and others. This is indicative that from socio-cultural point of view Malaysia is a preferred tourist-spot for diverse ethnic and religious groups of people from around the world. Although, China, Vietnam and Myanmar are close neighbors of Malaysia from East Asian region, yet very few people from those countries are coming to Malaysia as visitors, the reason however, is unknown to us.

With regard to the educational background, it is discernible that tourists by nature remain to be well-educated and qualified; this hypothesis has proven to be true in our research when all the tourists in our study sample are found to be educated. Among the 150 visitors, 103 (72%) are graduates, diploma-holders and/or received college education while the remaining 28% have completed their post-graduate studies. Visitors in Malaysia are the multi-professional groups of people where the government servants represent 17 per cent of the visitors. Among the other tourists, private service-holders constitute 28%, business personnel comprise 25%, students remain to be 17% and the retirees represent 16% of the sample.

Apart from age and education, affluence and global knowledge often influence attitudes towards having motivations for a tourist. It is quite likely that "individuals with low disposable incomes are less likely to pursue travel arrangements which involve (first class) air-fares, expensive hotels and costly restaurants, than those who are *wealthier*" (Mathieson & Wall 1989:29). Thus there is

a positive connection between socio-economic variables and the tendency towards recreation and travel. In regard to behavioural characteristics of the tourists, Allister Mathieson and Geoffrey Wall (1989) in their writing identified a few indicators like, motivations, attitudes, needs and values of tourists as crucial for making a move towards outside. They have aptly correlated these variables with tourists' socio-economic profiles for which the visitors become motivated for going for tours (for details see Mathieson & Wall 1989:29).

#### **4.3: Visitors' choice of Places as tourists in Malaysia**

Reports on tourists' choice of places in Malaysia can be delineated through their flow of visitation of different spots and locations in the country. It is discernible from Table 2 that the tourists coming from abroad invariably have to make a stop-over in Kuala Lumpur as it is the first entry point of most of the tourists entering this country through air-route. As initial reaction, tourists' arrival in Kuala Lumpur provides them with a spectacular developmental impact of the city with its global orientation. It gives the visitor an impression of having an intermingling of East and West.

The city itself provides good facilities of modern and comfortable hotels and restaurants with well-connected transportation facilities to get access directly to the inner-side of the city centers. As learned through our informal interviews the tourists instantly become attracted by the facilities provided by Kuala Lumpur International Airport (KLIA) which is located at Sepang, some 60 kilometer far from the city abounded with a vast area of 10000 hectares of land. The KLIA has an excellent speedy and express train services which takes the passengers in the main city enclave in less than half an hour. There are also limousine taxi services controlled by the airport authority allowing the travelers reaching the destination with reasonable fares and security. These glaring initial receptions of the tourists encourage them with a comfortable stay-over in Kuala Lumpur since they are arriving as outsiders after having a long-distant travelling from abroad. This has been evident when all the 150 visitors clearly mentioned that they are extremely happy to visit Malaysia in general and Kuala Lumpur in particular, as tourists.

We have pointed out earlier that the visitors feel quite strongly to be here in Malaysia as tourists because of their special liking about it for different reasons as outlined below in the following discussions. But with regard to their specific choice of places, we asked them to indicate as to

which places in Malaysia they already had visited. It is apparent from the Table 2 that almost all the respondents admitted that they have already taken a round through Kuala Lumpur moving around the Klanag Valley areas of the city. Besides Kuala Lumpur, a great majority of the tourists visited Pahang (60.67%), Malacca (76.67%), Penang (60%) and Langkawi (60%). It seems that these few places are very much familiar to the tourists due to their unique geo-physical and environmental locations. Apart from these important places, a good number of tourists also visited Johor (37.33%), Kelantan (19.33%), Terengganu (12.67%), Ipoh (12.33%) and Perlis (10.67%). Since Sabah and Sarawak are located on the other part of western Malaysia and as they are quite far across the sea, many tourists become reluctant to take another air trip to these islands. Yet a few of the tourists have already visited Sabah (4.67%) and Sarawak (4.67%) being attracted to their wonderful natural environment and divergence of culture. Due to having the presence of a number of indigenous groups of people in the islands, a few tourists get attracted to Sabah and Sarawak.

**Table 1: Tourist and Visitors by Their Country of Origin\***

<b>Country of Origin</b>	<b>Number of Visitors (N=150)</b>	<b>%</b>
Algeria	4	2.6
Australia	19	12.7
Bangladesh	6	4
Canada	4	2.6
Egypt	9	6
Finland	6	4
Germany	3	2
India	7	4.7
Italy	4	2.6
Malaysia	37	24.7
Nigeria	6	4
Pakistan	6	4
Palestine	3	2
Russia	2	1.3
Saudi Arabia	3	2
Singapore	2	1.3
Somalia	3	2
Syria	5	3.3
Thailand	3	2
The Netherlands	4	2.6
U.S.A	2	1.3
UK	5	3.3
Yemen	7	4.7
<b>Total</b>	<b>150</b>	<b>100</b>

\* Based on a sample survey of 150 tourists as found on the basis of their availability.

### Tourists' Most Attractive Places of Choice

On the basis of their personal choice of places, the tourists were asked to mention about three important places in Malaysia which they like as visitors here in this country. It is evident from our data that a great number of persons have given their choices of Malacca (76%), Pahang (65.33%), Penang (60%), and Langkawi (60%). It is evident from the table that most visitors chose these places as their second and third choices (see Table 2 for details). In regard to Kuala Lumpur, at least 112 (74.67%) tourists rated the city itself as their main place of liking. It seems that as a tourist spot, Kuala Lumpur based on Klang Valley has all its privileges and infrastructural facilities which invariably attract the visitors from outside.

**Table 2: How many places in Malaysia did you visit so far?**  
(N=150)

Places Visited	Frequency	Percent
Kuala Lumpur	150	100
Pahang	91	60.67
Malacca	115	76.67
Penang	90	60
Ipoh	19	12.67
Johor	56	37.33
Langkawi	90	60
Kelantan	29	19.33
Sabah	7	4.67
Sarawak	7	4.67
Perlis	16	10.67
Terengganu	19	12.67

**Table 3: Tourists' Most Attractive Places in Malaysia**

	Place as 1 <sup>st</sup> Choice (N=150)		Place as 2 <sup>nd</sup> Choice (N=150)		Place as 3 <sup>rd</sup> Choice (N=150)	
	f	%	f	%	f	%
Kuala Lumpur	112	74.67%	86	56.33%	75	50%
Pahang	91	60.67%	79	52.66%	77	51.33%
Malacca	114	76%	97	64.66%	86	57.33%
Penang	98	65.33%	82	54.67%	76	50.67%
Ipoh	37	24.67%	29	19.33%	28	18.67%
Johor	22	14.67%	19	12.67%	16	10.67%
Langkawi	89	59.33%	82	54.67%	77	51.33%

Some special attributes usually remain important to the tourists in choosing a particular place for their visitation; and in this regard, Malaysia has some special features for which the tourists from home and abroad become fascinated to visit its different places of the country. One of the essential elements of tourism everywhere in the world, is infrastructural development and transportation facilities as tourists by nature always want to reach their destination very comfortably without having any hassle and hazards. Contextually, it must be admitted that Malaysia has an excellent transportation facilities throughout the country with enormous well-built roads, highways and railway linkages. Its North-South Highway connects Singapore and Thailand passing through a number of big cities and towns; the Karak Highway links the west coast region with that of eastern coasts of Malaysia. Singapore and Thailand are also well-connected to Malaysia by railway services where trains are plying everyday most frequently. Malaysian Airlines (MAS) and a few other airlines provide domestic services to almost all the major cities and towns of the country and also at the same time, these airlines connect East Malaysia with Sabah and Sarawak located in West Malaysia with regular air services during day and night. MAS and many other international airlines have regular connection to Singapore and Thailand making Malaysia much attractive and convenient to the tourists. Since Malaysia is located between Singapore and Thailand, international tourists visiting these countries more often get attracted to come to Malaysia as it is nearer to these countries and moreover, it is a peaceful-progressive Muslim nation. Although Thailand and Singapore have many colourful features which providing stiff competition for Malaysian tourism; but it is no denying that its soberness and modesty certainly encourage family trips in this country to enjoy its diversified cultures in a homogenous living.

What actually attracts the tourists in Malaysia is a posing question to the visitors. Diversified factors make Malaysia popular to the visitors; and among these, the most significant is, its multiculturalism and ethnic integrity. Most of the respondents opined that they like this co-existence the Malay, Chinese and Indians staying together to make Malaysia very popular to the people in other countries. They also find it very clean and well organized.



**Table 4**  
**Reasons why the Visitors like Malaysia as a tourist spot**

<ol style="list-style-type: none"><li>1. A very peaceful country</li><li>2. Well Organized and Clean</li><li>3. Beautiful Weather and Frequent Rains</li><li>4. Natural beauty, Hills and Greenish Environment</li><li>5. Melancholy beaches</li><li>6. Multicultural Society</li><li>7. Lucrative Infrastructural development</li><li>8. Nice place and Friendly people</li><li>9. Malaysia has both Asian and Western flavors</li><li>10. Presentable traditional culture with diversified food</li></ol>
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Apart from this, the natural beauties of Malaysia with its hills and wonderful greenish environment are simply God gifted feature where the country has sufficient rainfall with moderate weather. Malaysia is also famous for its eco-environment with enormous islands and beaches having provided the visitors with sight-seeing and enjoying a melancholy atmosphere. Island tourism in Malaysia has been assessed by Badruddin Mohammad et al., in 2007 who identified four prominent islands of Malaysia namely, Langkawi, Pangkor, Tioman and Redang and thus evaluated the real and perceived physical impacts of tourism in these islands of Malaysia. Based on their assessment, it may be predicted that if these islands are maintained properly by protecting their natural and eco-environmental preservation, there is every possibility that these islands will be able to attract foreign visitors looking for scenic environment. But at this time, due to tremendous pressure of local and foreign visitors, these islands are surpassing their carrying capacity by pressurizing the loss of their original beauty. Badruddin et al., (2007) maintained that “The influx of mass tourism has indeed opened the islands to all, making them defenseless against the negative impact brought by the tourists” (p-1219). Badruddin et al. (2007) however, should not be blamed for such caution as they are rightly concerned about the calculative damage of the islands in Malaysia. To make it more accurate, we therefore suggest for a very modest and well-thought policies where both natural protection of the islands and their carrying capacity could be taken into consideration to optimize its use them through popularizing ecotourism.

The visitors take into consideration a number of features that attract the Klang Valley as a right place to move around. This view is fostered by the visitors’ mentioning of the factors which according to them are most important reasons for choosing Klang Valley in general and Kuala

Lumpur in particular as a tourist spot in Malaysia. If someone goes around the Klang Valley, it is justifiably observable that the tourists' assessment regarding Klang Valley is quite proper as it is truly a mixture of many local and foreign nationals having a kind of multiculturalism. It is also essential mentioning here that having enormous development, Kuala Lumpur has an excellent eco-geographic beauty which is circumscribed by seas with natural hills and mountains.

It has attractive mega shopping malls glittering around Twin Towers and Putrajaya City. Kuala Lumpur also provides diversities in food and culture where the tourists always get a mixing flavor of Asian and western cuisine. The whole city is rounded with low-cost rapid transport (LRT) having stationed in all central places; it also has other train and bus services connecting all sub-urban areas of the city making an ease to the transport and communication system.

**Table 5**  
**Visitors' Special attraction for Klang valley as a Tourist Spot**

- |   |
|---|
| <ol style="list-style-type: none"><li>1. Multicultural Region with ethnic diversity</li><li>2. Natural view</li><li>3. Diversities in Food and Culture</li><li>4. Weather and Rains</li><li>5. Twin Towers and Putrajaya City</li><li>6. Historical monuments</li><li>7. Rapid Transport and Communication System</li><li>8. Attractive Mega Shopping malls</li><li>9. It has both the Asian and western flavor s</li><li>10. Genting Highlands of Klang Valley and a few important attractive sights</li></ol> |
|---|

## **CHAPTER 5**

### **LOCAL PEOPLE'S PERCEPTION OF TOURISM IN MALAYSIA**

Chapter Five is the documentation of a survey conducted among 200 sample families from two centrally located peri-urban communities which are mostly inhabited by the local people from Malaysia. As mentioned, these two peri-urban communities are: Taman Impian Ehsan, situated nearer to UPM (University Putra Malaysia) and Taman Midah locating closer to Ampang, a very busy central commercial zone of Kuala Lumpur. Both these communities belong to broader Klang Valley Region within the circumscription of Kuala Lumpur.

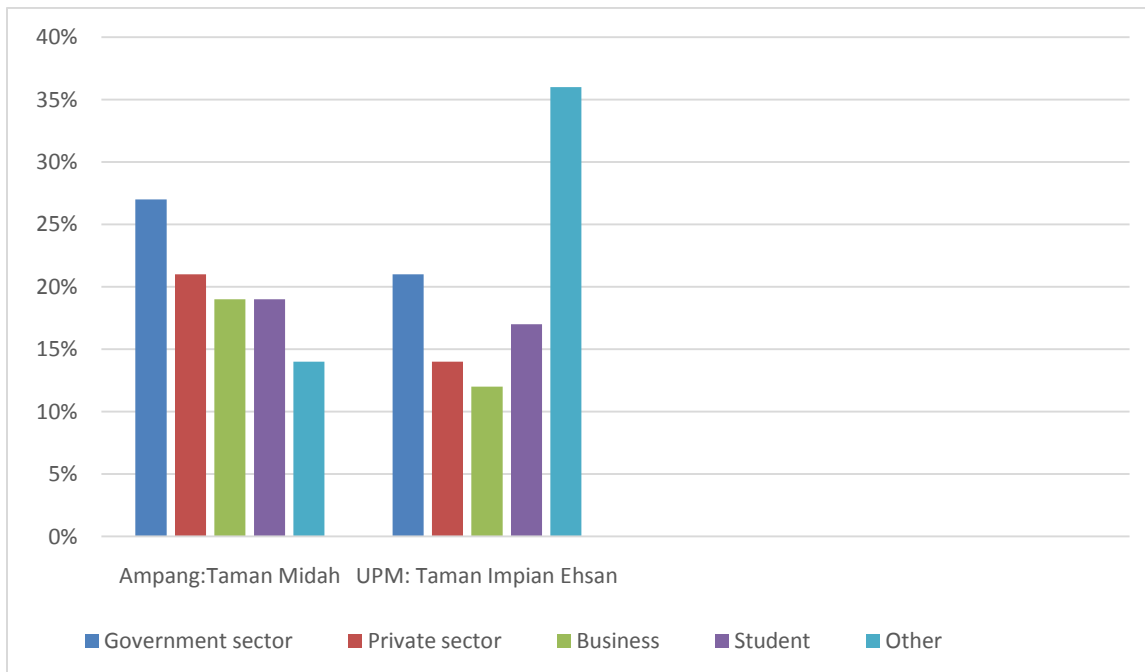
The main purpose of this survey is to know the attitudes of the local people in regard to tourism in Malaysia. The respondents of the survey are coming from three major ethnic groups of local residents (i.e., Malays, Chinese and Indians) living in the areas which shows a clear domination of the Malays representing 85% of the families interviewed in this research. Since the Malays are overwhelmingly Muslims, their religious affiliation also indicates that they are the adherents of Islam.

All the 200 respondents in the survey are found educated and many of them (at least 71%) are also well conversant in English which allows them to interact with the tourists very comfortably.

**Table 6**  
**Socio-demographic Characteristics of the Respondents found from Two Household**  
**Surveys:**

**STUDY AREA: KLANG VALLEY**

<b>Demographic Traits and Characteristics</b>	<b>TAMAN IMPIAN EHSAN (UPM) N=100</b>	<b>TAMAN MIDAH (AMPANG) N=100</b>
<b>Age ( In years)</b>		
Up to 35 (Young)	58 (58%)	52 (52%)
36-50 (Middle-aged)	31(31%)	30(30%)
51 & above (Old)	11(11%)	18(18%)
<b>Sex</b>		
Male	51(51%)	47(47%)
Female	49(49%)	53(53%)
<b>Religion</b>		
Muslim	85(85%)	91(91%)
Hindus	7(7%)	2(2%)
Christian	5(5%)	2(2%)
Buddhists	3(3%)	5(5%)
<b>Language Spoken</b>		
Malay	85(85%)	89(89%)
Chinese	7(7%)	7(7%)
Indian	8(8%)	4(4%)
<b>Education</b>		
Up to SPM	58(58%)	44(44%)
Diploma	24(24%)	30(30%)
Bachelor	13(13%)	16(16%)
Master's degree & above	5(5%)	10(10%)



While asking the respondents about their impression on the tourists from outside visiting Malaysia, as many as 92% of the residents admitted that they are well aware about their arrival in this country. As a matter of fact, they are not fully unhappy about their visitation in Malaysia rather, they have good liking for them as many of the residents in the Klang Valley find it as good opportune to earn some extra money from this source. The local people staying in these communities have high regard for Klang Valley as a tourist spot as it has plenty of attractive places which may impress the visitors. But side by side, they are also concerned and worried about the cultural dissimilarities which often hurt the sentiment of the local people for which many of the respondents (58%, /59%) expressed their dissatisfaction saying that tourism affects many aspects of their culture.

**Table 7: Attitudinal Views of the Community People Regarding Tourism**

	<b>COMMUNITY 1: TAMAN IMPIAN EHSAN</b>	<b>COMMUNITY 2: TAMAN MIDAH</b>
(a) We are quite aware of the tourists visiting Malaysia. We never knew that the tourists are coming to this country	94(94%) 6(6%)	90(90%) 10(10%)
(b) Yes, I like tourists visiting our country No, I do not like visitors coming to this country	90(90%) 10(10%)	84(84%) 16(16%)
(c) I think that the local people can increase their income due to arrival of tourists in the country. No, local people's earning is not at all dependent on tourists and visitors.	63(%) 37(%)	53(53%) 47(47%)
(d) Yes, Klang valley is a very suitable place for tourism? No, Klang valley does not seem to be a suitable place for tourism	89(89%) 11(11%)	77(77%) 23(23%)
(e) Many cultural issues get affected due to tourism. No, I do not find any cultural problem in having tourism	58(58%) 42(42%)	59(59%) 41(41%)

It has been mentioned earlier that Malaysians in general, do not pose much negative attitude to the foreign visitors and this has been proved when we find that 87% of the respondents from two communities of Taman Impian Ehsan and Taman Midah mentioned that they like tourists visiting their country (see Table 7). With a view to identify the reasons for which they like tourists visiting their country, a series of responses emerged. These are: (a) economic transaction increases; (b) Malaysia becomes known to other persons; (c) people can learn foreign languages and get acquainted with their culture; (d) it is proved that Malaysia is a right and conducive place to visit and so on (see Table 8 for details).

Notwithstanding with the positive responses, a few respondents think that tourism has many bitter effects on their communities, such as, (a) it affects national security, (b) tourists often create unnecessary pressure on Malaysian population by contributing enormously in degradation of the environment. They further suspect that the foreign tourists often get involved in drug trafficking and there is also a possibility that local people often become exposed to the HIV/AIDS. These issues often remain questionable as exposure to HIV/AIDS might be very unlikely and drug trafficking also is also not that always frequent as airport authorities remain cautious about them.

**Table 8: Whether the Respondents like visitors coming to Malaysia from other countries**

<b>Based on the Positive Responses received from 184 persons from Two selected Communities</b>	<b>Based on the Negative responses received from 16 persons from Two selected Communities</b>
<ul style="list-style-type: none"> <li>• Economic transaction increases.</li> <li>• We can learn foreign language and also get acquainted with their culture.</li> <li>• Malaysia becomes known to other persons from abroad which is a pride is for us.</li> <li>• Increases local income.</li> <li>• It is proved that Malaysia is a right and conducive place to visit.</li> <li>• Malaysia becomes known to others.</li> <li>• The visitors can get to know Malaysian culture.</li> <li>• Economy boosts up through tourism</li> <li>• Keeping good relationship with other countries.</li> </ul>	<ul style="list-style-type: none"> <li>• It affects national security.</li> <li>• Tourists create an unnecessary pressure on our population which contributes to the degradation of the environment.</li> <li>• Often there remains the possibility of drug trafficking and also the local people might be exposed to hidden HIV/AIDS</li> </ul>

The community people have ideas about the good and bad sides of tourism. When asked to identify the good sides of tourism, most of them mentioned that it increases the flow of economy and simultaneously widens the job opportunities of the local people. Then there are other views saying that the local people get exposure to other culture and also they have a feeling that arrival of more tourists in the country indicates that Malaysia gets introduced to many nations of the world. In regard to its utility, the community people also think that it allows the people to acquire foreign language which makes them proficient in English as they have to communicate with the tourists in their day to day interaction.

On the other hand, while asking the people to indicate the bad sides of tourism, the respondents from the community expressed their dissatisfaction mentioning that due to tourists' arrival, people have every chance of being influenced through foreign cultures. The bad sides of tourism also includes an exposure to international crimes having allowed the drug trafficking and encourage prostitution. The local people also often blame the tourists of being arrogant, insolent and often show disrespectfulness to the local culture. Most importantly, the pressure of tourism compels the depletion of natural resources; many roads and highways are built unnecessarily having negative impact on the environment in general.

**Table 9: Good sides of tourism as understood by the Community People**

• Increases the flow of economy.
• Increases job opportunities.
• Introduces Malaysian science & technology system.
• Malaysia can be introduced to the world.
• More exposure to other culture.
• The entry of foreign currency.
• Intimate with foreigners.
• Learning good speaking manner with outsiders.
• Can learn their language.
• Teaches to be Friendly and tolerant with outsiders

**Table 10: In general, the Bad-sides of tourism as assessed by the Respondents**

• Possibility of being influenced by social interaction with the visitors.
• The culture of tourists often are affecting the Malaysian
• Often committing criminal activities.
• Malaysia becomes crowded and thus becomes more exposed to the environmental pollution.
• Price of basic usage goes up.
• Outsiders are arrogant, insolent, and disrespectful to the local norms
• Tourism may also allow drug trafficking and encourage prostitution.

As the respondents admitted the economic impacts of tourism, the community people are asked to specify as to how they could increase their economic earning. Several specifications arose from their viewpoints which are as below. One of the points they noted saying that the tourists most often purchase many food and other items from the petty sellers which is an advantage for the local people.

**Table 11**  
**Respondents' Perception as to how the Earning of the local people increases due to Tourism**

Purchase our food which allows the expansion of business.
Foreigners do a lot of shopping which eventually makes Malaysian economy lively.
The foreigners buy local goods
Some visitors develop business which increases production.
Foreign investment
Buying souvenir.

**Table 12**  
**Respondents' Observed Transformations that occur due to tourism**

Many buildings, shopping centers are built to attract the visitors
Positive emphasis on Infrastructural Development
The economy of country progresses further
Development and refinement of the tourist places
Malaysia becomes more crowded
A flow of foreign currency which seems good for the economy.
Developed transportation system
Malaysia is exposed to more diversity
More exposure to other culture
Malaysia becomes more famous in the world

Tourism transforms the life and living of the community people and hence, the respondents from the community were asked to specify as to what sort of changes they usually notice due to ongoing tourism in Malaysia. A number of observations are enlisted which say that due to tourism many buildings, shopping centers are built in the country to attract people from outside. Due to tourism, many tourist spots are often renovated and refined to make them attractive. They also feel that due to tourism the economy of the country moves faster and side by side, transport and communication system also improves to provide support to the tourists as convenience of their travels and tours. Although these are apparent observations regarding infrastructural development, but community people have many other views as well. They further say that due to tourism Malaysia becomes known to others abroad and also at the same time, the country is exposed other culture.



To get exposed to other culture is good from social interaction perspective, but it has many negative side which has been highlighted by the people interviewed in this research. The local people often get concerned about the visitors wearing non-Islamic dresses which might influence the local people. It is further stated that being fascinated by the diversities, people often get acculturated which is not acceptable for a country like Malaysia where people maintain Islamic principles and Asian values.

**Table 13**  
**Cultural constrains of tourism as Viewed by the Respondents**

Malaysia moves to multiculturalism by ignoring their own values
Foreigners wear non-Islamic dress which looks unacceptable in Malaysian culture.
Loosing own culture and people often become fascinated to the diversity.
Some places like the central part of the town becomes crowded and gets dirty.
Create noise.
Damage the leads with the cultures.
Less environmentally damaging.

**Table 14**  
**Environmental impacts of tourism as assessed by the Respondents**

Environmental pollution
Social disease
The cities and towns become more crowded
Decreases natural resources
Traffic jams
Air pollutions
Destroy the hills and forests in the name of development
Water pollution

## CHAPTER 6

### FINDINGS, CONCLUSIONS AND RECOMMENDATIONS FOR FUTURE PROTECTIONS

This research on tourism is an empirical study based on collecting primary data through quantitative and qualitative investigations of an urban community located at Klang Valley in Kuala Lumpur, Malaysia. As part of theoretical investigations, the research reviewed and analysed enormous related literature, reports, and articles on tourism at the national and international levels from critical point of view. These review materials along with empirical information have directed us to conceptualize the scope of tourism in Malaysia and also have suggested us to develop a worldview and guidelines for tourism research in the country. Since tourism has been expanding nationally and internationally, we have provided in this report a worldview on tourism which will eventually help us to conceptualize a broad paradigm and guideline for tourism research in Malaysia.

The research generated data on visitors who have arrived in Malaysia from at least 22 foreign countries covering four different continents showing their special fascination for Malaysian tourism. Visitors' evaluation responses indicated that they liked Malaysia for several reasons as they find the country as peaceful and politically stable; simultaneously they also rated the people here as cordial and sober. It is therefore recommended that the Government and policy planners in Malaysia provide proper direction to popularize tourism and side by side, they must also take all sorts of precaution to preserve the natural environment to make an ecological balance in the country.

Endnotes;

<sup>1</sup>. In tourism literature, the terms travel and tours are often used interchangeably to provide a synonymous meaning which encompasses a temporary movement of the persons from his/her immediate residence and communities where he/she stays permanently and thus gets involved on a daily work-environment moving to a place which is different from it (see Chadwick 1994; Page et al., 2001).

## **OUTPUT:**

(1) Local people's perception of tourism in Malaysia, seems to be quite logical to visualize the trends in tourists' arrival and also at the same time, it is essential to have an idea about the type of people who are undertaking their trips in this country for a shorter period of time as tourists. Contextually, we sketch here a background profile of the visitors coming to Malaysia from outside and produce a sense of reconciliation to bring them together for a socio-cultural and economic interaction. In view of this consideration, a total of 150 tourists from 23 different countries including 25 Malaysians from other regions were identified and interviewed who have been found visiting Klang Valley and its surrounding places in Kuala Lumpur. It is reflected from our data that apart from visitors coming from a number Asian countries, visitors also came from West Europe, Middle-East, Australia, Canada and the United States. While talking to these visitors very informally during the interviews, it has been ascertained that the tourists are exceedingly happy and satisfied with the treatment they receive here from the local people. Most of the respondents regard Malaysia as climatically and geographically suitable and ethnopolitically peaceful country.

(2) It has been mentioned earlier that Malaysians in general, do not pose much negative attitude to the foreign visitors and this has been proved when we find that 87% of the respondents from two communities of Taman Impian Ehsan and Taman Midah mentioned that they like tourists visiting their country. With a view to identify the reasons for which they like tourists visiting their country, a series of responses emerged. These are: (a) economic transaction increases; (b) Malaysia becomes known to other persons; (c) people can learn foreign languages and get acquainted with their culture; (d) it is proved that Malaysia is a right and conducive place to visit and so on.

(3) The community people have ideas about the good and bad sides of tourism. When asked to identify the good sides of tourism, most of them mentioned that it increases the flow of economy and simultaneously widens the job opportunities of the local people. Then there are other views saying that the local people get exposure to other culture and also they have a feeling that arrival of more tourists in the country indicates that Malaysia gets introduced to many nations of the world. In regard to its utility, the community people also think that it allows the people to acquire

foreign language which makes them proficient in English as they have to communicate with the tourists in their day to day interaction.

On the other hand, while asking the people to indicate the bad sides of tourism, the respondents from the community expressed their dissatisfaction mentioning that due to tourists' arrival, people have every chance of being influenced through foreign cultures. The bad sides of tourism also includes an exposure to international crimes having allowed the drug trafficking and encourage prostitution. The local people also often blame the tourists of being arrogant, insolent and often show disrespectfulness to the local culture. Most importantly, the pressure of tourism compels the depletion of natural resources; many roads and highways are built unnecessarily having negative impact on the environment in general.

#### **FUTURE PLAN OF THE RESEARCH**

After submission to RMC, this research will appear as book which will be published by Partridge Publishers in Singapore. We have already signed contract for this publication. As part of future plan, this research will be expanded by focusing on a research on Ecotourism in Malaysia.

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