



INTERNATIONAL TOURISTS' PERCEPTION
ON TOURISM FACILITIES AT SELECTED TOURISM
DESTINATIONS IN KUALA LUMPUR

BY

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A dissertation submitted in fulfilment of the requirement for
the degree of Master of Urban and Regional Planning

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ABSTRACT

The main objective of this research is to study the international tourists' perception towards tourism facilities and tourism sites in Kuala Lumpur. It is to examine their level of satisfaction on facilities and tourism destinations during their visits. The research concentrates on four aspects; analyses the tourists profile and their interest of visit, tourists' perception towards facilities and tourism sites management, and their opinion on improving the facilities in Kuala Lumpur. The questionnaire survey was distributed with a total of 120 responses at various major nodes in Kuala Lumpur which are located near public transportation routes and also other destinations which spotted as tourist area. The study areas can easily be accessible within walking distance and connected with various modes of transportation and linkages. The analysis helped to identify issues and problems at tourism destinations in term of infrastructure and facilities. Among the issues found in term of safety, cleanliness, information and accessibility are taken into consideration. This research help to extend the service quality of facilities by constructing a user-friendly design of infrastructures and including sustainable based development to attract more tourists.

ملخص البحث

تجاه الدول يبين السياح التصور عن دراسة هو الورقة هذه من الرئ يسي والهدف فحص هو ذلك لمبور كوالا في السياحية والمواقع السياحية المرافق يركز البحث زياراتهم أثناء الخدمات من وغيرها الإقامة على رضاهم مستوى من واهتمامهم السياح الشخصية البيانات تحليلات قطاعات؛ أربعة على على ورأيهم المواقع، السياحة وإدارة المرافق نحو السياح تصور الزيارة، مجموعه ما مع الشخصية المقابلة وأجريت كوالا مبور في المرافق تحسب تنقع والتي كوالا مبور في المذتلفة الرئ يسدية العقد في الردود 120 محطة رصدت كما أيضا التي الأخرى والأماكن العام النقل طرق من بالقرب وتوصيل في الأقدام على سيرا بسهولة إليها الوصول يمكن سياحية على يساعد تحليل الروابط النقل وسائل مذكرف مع الدراسة مجالات السياحة قطاع لتحسين التحذية البنى التي والمشاكل القضايا تحديد بناء خلال من الخدمة جودة تمديد دراسة قد نظريا، البلد لهذا المرافق وإدارة والتنمية التحذية البنى ذلك في بما الاستعمال سهل تصميم مرافق المدينة لجعل حيوية على القائمة المستدامة.

APPROVAL PAGE

I certify that I have supervised and read this study and that in my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a dissertation for the Master of Urban and Regional Planning.

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DECLARATION

I hereby declare that this thesis is the result of my own investigation, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at IIUM or other institutions.

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AT SELECTED TOURISM DESTINATIONS IN KUALA LUMPUR**

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Bismillahirrahmanirrahim

In the Name of Allah Most Beneficent Most Merciful. All the praises and thanks to Allah, the Lord of 'Alamin, and Salawat (Blessing of Allah) and Salam (peace) be upon the last end of Allah's Prophets and Messengers Muhammad (p.b.u.h)

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CHAPTER ONE

INTRODUCTION

1.0 INTRODUCTION

Tourism industry play important role for economic development of the country. The tourists especially from other countries help in generating the city's income. Their arrivals to Malaysia to some extent have helped the country to improve a better quality of facilities that may lead to good image for the country. The volume of tourist visit to certain destinations depends on its accessibility and information or promotion of the places. Based on the Tasmania's Tourism Promotion Plan (2009), the percentage of visitors increased due to the great campaign of tourism and advertising awareness. All the actions of promoting tourism contributed to performance of destinations. As tourist arrived in the country, they may need some information on what to do or where to go. A good public transportation whether bus, taxi or train will help the tourist easily moving to other locations as they planned. Furthermore, ancillary facilities such as recreation, hotels, lodging facilities and restaurants are the key factors that influence tourism demand.

1.1 BACKGROUND OF STUDY

As highlighted by Economic Transformation Programme (2010), Malaysia is listed as one of the countries as tourist popular destination among the top ranking in the world. In 2009, it generated RM36.9 billion in Gross National Income (GNI) and by 2020 the statistics may increase up to RM103.6 billion. With the total number of tourists 24 million in 2009, the future projection may increase to 36 billion in 2020. The tourists'

arrival in this country keeps growth and their demands will support the economic based and give job opportunity for the locals.

The crowd of tourists in Malaysia especially at the city of Kuala Lumpur contributes to high demands of facilities and accommodations. What need to be addressed are the tourists' convenience, safety, accessibility and transportation. As the high class country with various interesting destinations, the local authorities should concern about the movement of tourists. The research underlined the lack of integration in public facilities design contributes to poor image of city in Kuala Lumpur and also affects the satisfaction levels of the tourist with the current services of public facilities lead to difficulties during their travel time.

In a study conducted by Khalilah (2006), the total number of tourists in Malaysia from Middle East country has increased every year and it is important to measure their level of experiences whether good or bad and to ensure their repeated visits to this country. For tourist arrival in Malaysia to be keeps increasing, the government needs to get feedbacks from the tourists and to improve or upgrade facilities to cater their needs. These strategies can be achieve by identifying the tourist's behavior and their travelling characteristics and at the same time assess their demands and expectations.

1.1.1 Public Facilities in Kuala Lumpur

According to the Kuala Lumpur Structure Plan 2020, Kuala Lumpur promotes the integration of community and social programs, a part from that, the provision of communal areas and recreational facilities are served to bring people together. There are several facilities that highlighted in the planning of Kuala Lumpur which are (1) public community facilities, (2) open spaces, recreational and sport facilities, (3)

educational facilities, (4) public health facilities, (5) security and emergency facilities, (6) social welfare facilities and (7) religious facilities. It also includes the basic structure of transportation and rail network. All the existing facilities have been used by communities including the tourists.

1.2 PROBLEM STATEMENTS

The quality of services at tourism sites are very crucial component as it serves the users including the tourists. The main issue was whether the tourists were satisfied with the services and whether they met their level of expectation about the quality of facilities or not. Their feedback reflects the image of the country and sometimes will affect other visitor's perceptions about the quality of places.

Some studies have highlighted the numbers of tourists decreased in some areas due to dissatisfied of services and facilities to them. As highlighted by Akama and Kieti (2003), the total of tourists in Wildlife Park in Kenya decreased due to poor transportation services and also instable political condition in the country. According to Chui (2010), the National Park in Malaysia experienced declined numbers of international tourists due to low service quality and increased complained about the cleanliness of the park. The research aim is to understand the tourists' needs and their perception of the quality level of public facilities management in Malaysia especially at the city of Kuala Lumpur.

Tourists have their own perception towards public facilities provided, their level of satisfaction usually unpredictable. The World Tourism Organization (WTO, 2003) has identified the methods of evaluating tourism quality levels in order to improve the local organization. It concludes standards for tourists' services about the safety and

security, hygiene of accommodation, accessibility for all people including the disabled, communication transparency and sustainability concept of development.

The lack of government plans and strategies towards management of public facilities would give bad impression to the tourists. In recent days, tourist sites are not physically accessible for all people especially the elderly and the people with disabilities. Clearly, accessible tourism actually raises other people awareness about the user- friendly design and can make good practices in developing design with sustainability approaches (European Network for Accessible Tourism, 2007).

Public facilities are provided, owned and managed by various relevant government agencies for community uses. Additionally, proper location and adequate provision is essential for effective and frequent usage by the people. It also helps to promote physical, aesthetic and environmental quality of the city as whole. Cavill and Sohail (2004) introduced the term of “Urban Services” in their research which explained about the needs of facilities and infrastructure in improving the city’s performance and effective urban design. In this study, the authors acknowledge good governance reflects the relationship of society. Public facility is a system that brings people together, allow for communication and provide social and economic activity.

Provision of various facilities accommodates the users but how far the efficiency of the services may not know by the government. Cavill and Sohail (2004) also mentioned participation among citizens mold the government decision. Their voice and feedbacks can be part of planning decision in order to improve the city’s planning. But the problem is the governance attitudes towards the respondent sometimes complacency. In order to make the authority realize about the importance of facilities management and improvement, international tourists’ perception must take into

consideration because they are the one who will bring the image of Kuala Lumpur to external part of the country.

The research is to study the interaction between the tourists and places with provision of public facilities in Kuala Lumpur. In tourism, designing the tourist attractions or destination considered wide aspects of physical appearance. In order to achieve the satisfaction of usage, it is the matter of harmonizing the needs and demands of the users. Their experiences will shape a better quality and improve the management.

1.3 RESEARCH QUESTIONS

Based on the objectives mentioned, the following research questions have been developed:

- a) What are tourists' perceptions and opinions on tourism facilities and tourism sites in Kuala Lumpur?
- b) Does the facilities adequately provided and what are types of facilities demanded by the tourists?
- c) Does the tourist satisfy with facilities provided and what are their level of satisfaction on facilities and tourism destinations?
- d) What are the improvements that can be done to the tourism facilities and tourism sites in order to increase the tourist's satisfaction levels to these areas?

1.4 AIM AND OBJECTIVES

The aim of this research is to analyze international tourists' perception towards tourism facilities at selected tourism sites in Kuala Lumpur.

The main objectives of the research are:

- a) To identify tourism facilities needed by the tourist in Kuala Lumpur City Center.
- b) To determine tourists satisfaction levels on tourism facilities and tourism sites.
- c) To identify the issues related to tourism facilities.
- d) To recommend possible strategies in improving tourism facilities and tourism sites.

1.5 SIGNIFICANT OF THE RESEARCH

The research is to analyze the tourist's facilities provision. The study focuses on tourist perception towards tourist facilities and tourism sites in Kuala Lumpur. It also considers their recommendation and opinions to improve the facilities management for all users. The output will assist the local authority to determine types of services needed in facilities management.

The research also contributes to city's development which to improve the image of the country and help to attract more visitors to Malaysia. Good provision of transportation and tourist facilities may promote the tourism industry. The industry will benefit the local people as it may provide income in promoting tourism products and contributes to economic growth. Based on research, the government will utilize the information for development purposes of tourism industry. The research may extend the physical improvement and accessibility to major tourism destination and also improve public facilities performance.

1.6 SCOPE AND CONTEXT OF RESEARCH

This research is to investigate the tourist's behaviors and their interest of visit in Kuala Lumpur. The study consists of identification of their level of satisfaction towards public facilities and accommodation during their length of stay. It is to get their opinions and suggestion in order to improve the quality of services to accommodate them.

The study concentrates on the improvement of public facilities and explores the level of services in the area of major attractions in Kuala Lumpur. Several factors highlighted in order to justify level of services. The accommodation, accessibility, transportation, safety, information and cleanliness of facilities are the main concern on this study.

Based on the investigation, the expected outcomes is to develop range of actions and improvement of facilities to give high comfort for the visitors. It is also concentrated on the improvement of physical condition as one of strategies in developing economic transformation programs by the year 2020.

1.7 RESEARCH ORGANIZATION

This dissertation contains five chapters. The first chapter explains about the basic introduction and background of the study. It briefly explains about the aim and objectives of study and also discussed about research questions and it methodologies. The location of the study also highlighted in this chapter and what need to be emphasized has been listed according to research questions.

The chapter two covers the field of research by introducing other author's opinions. The relevant literature review will be examined based on the research

questions and the problem statements. In this chapter, the researcher explains about the concept of study and discusses any matter regarding the topic as it based.

Chapter three addresses the research methodology, data collection and techniques of analysis in research. In this chapter, it highlights methods of data collection whether quantitative and qualitative data. It also states about the scale of measurement and tool of collecting data. In this case, a group of tourists in Kuala Lumpur has been chosen to achieve the research questions.

The following chapter which is chapter four present the data collected. Chapter four contains the results and findings that answer all the research questions. The information provided highlights the problems and identify the solution and people's opinions.

Finally, Chapter five will summarize the dissertation. It concludes and elaborates the consequence on chapter four and recommends development to counter the identified problems.

1.8 SUMMARY

The research identify the problems that tourist's faced during their visit in Kuala Lumpur. In this case, tourist's perception towards public facilities is very important in order to improve the level of services and it management. The study will be conducted in two ways, primary and secondary data. Based on primary research, an observation to collect qualitative data has been applied and survey form will be distributes to the specific group of tourist which in this case are focusing on international tourist.

In this research, the things that have to be studied are already in researcher's mind. The site which is around the city of Kuala Lumpur has connected with several of transportation modes and also facilitate with pedestrian walkways. But there is still

lacking in term of it performance as the main place of gathering for all people before they transit to other places. So, this study highlighted the level of services and facilities in the areas spotted by researcher and how those facilities may help them in to get information and good access.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

The research stresses the level of satisfaction on facilities and services and to identify tourist's perception towards public facilities in Kuala Lumpur. The site study is at the central part of Kuala Lumpur which is highlighted as must visit destinations. According to Anwar (2008), Malaysia is well known with its own culture and unique identity, it can be classified into three categories which are stage-culture, back-stage cultures and also place of interest like promoting cultural value on its architectural design. In respond to cultural tourism, Central Market, Chinatown and Little India (Masjid India) promotes identity of Malaysia which rich of cultures and it tradition.

In order to support the objectives of this research, some literature reviews have been highlighted based on other authors' opinions. The perception on facilities is very important in order to improve quality of surroundings. Various factors should take into considerations to cater their needs and comfort. There are several studies and surveys to identify the connection between level of services and tourist's satisfaction that mostly relates to their behavioural concerns. Tourist's behaviours relate to their intention of visit, to go to some attraction places and the needs of getting the best facilities (Jason, et al., 2011).

2.1 LITERATURE REVIEW

2.1.1 Tourism in Kuala Lumpur

Khalilah (2006) in her analysis states that the planning of tourism in Kuala Lumpur preserves its culture and tourism spots with participation among the local people with interesting activities. Additionally, the city promotes a liveable and active city which serves many commercial and entertainment for the tourism industry. The Ministry of Tourism Malaysia (2011) has launched KL City Walk as one of the government's initiatives to encourage people to walk and at the same time promoting outdoor activities like shopping, culture and food. This project is located along Jalan P.Ramlee and Jalan Pinang, Kuala Lumpur and provides all tourist accommodation needed during their length of stay in this country.

Kuala Lumpur as the gateway and starting point of Malaysia provides many new tourism events for local and also international visitors. With the provision of good public transportation, tourists are able to travel easily to places of attractions from their lodges. Kuala Lumpur has been the major concentration area of development to create an urban tourism environment (Hairul, Baum, & Kokranikkal, 2008). It now has more global world-class tourism products with beautiful skyscrapers, hotels, shopping complexes, restaurants, the centre of MICE, hospitals, sports and cultures with connected with various modes of public transportation. (Dewan Bandaraya Kuala Lumpur, 2011)