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Perceived Destination Competitiveness of Langkawi Island, Malaysia

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Abstract

Repeat visitors and holidays at a destination and are a stable market for a destination. For a destination to be the competitiveness of the tourism destination is compatible shows, attract visitors, increase tourism spending and provide them with a memorable experience satisfaction. However, despite the rapid development in this industry, the Perceived destination competitiveness, tourist satisfaction, tourism images and travel revisit intentions of tourists to Langkawi have yet to be discovered for future strategic development of Langkawi. To bridge the gap, this opportunity based study investigates the relationship between perceived destination competitiveness tourist satisfaction, and travel revisits intention and its relationships are hypothesised to be mediated by the threefold tourist images that are operationalised by tourist satisfaction, commitment and loyalty. This study develops these ideas by generating responses to build an assessment of the relative importance and show the tourist revisit intentions to Langkawi.

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Keywords: Perceived destination competitiveness; tourist satisfaction; tourism image; travel revisit intentions

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1. Introduction

Tourism destination around the world is competing each other's owing to increasing global mobility of the tourists. Every tourism destination is trying hard to be more competitive. Meng (2006) noted that in the current competitive tourism market, competitiveness has increasingly been seen as a critical influence on the performance of tourism destinations. He further argued destination competitiveness has become a key issue and creates increasingly challenging in tourism market. Ritchie & Crouch, (2003); Jones & Haven-Tang (2005) postulated that a successful tourism destination must embrace an integrated approach towards the many components of the tourism system. However, the tourism industry players like the government, tourism enterprises, local communities and tourist itself may have very different approaches to destination competitiveness.

Many studies have indicated that tourists and their needs stand as the ultimate driving force which influences competition and competitiveness in the tourism destination. Today, destinations eventually compete on the quality of tourism experience offered to visitors. In this note, competitiveness in tourism denote a destination is compatible, attract visitors, increase tourism expenditure and providing them with satisfying memorable experiences. It is also enhancing the well-being of destination resident's and preserving the natural capital of the destination for future generation (Ritchie and Crouch, 2003).

According to the World Tourism Organization (WTO), the year 2005 saw more than 800 million international tourist arrival, and the tourism receipts were of US\$ 682 billion. The World Travel and Tourism Council (WTTC) for 2006 forecasts that travel and tourism will generate 234 million direct and indirect jobs worldwide, accounting for 8.7% of the global employment, and it will contribute up to 10.3% of the world gdp. According to the same estimate, the global travel and tourism activity is expected to increase by 4.7% between 2007 and 2016. And also there are links between the tourist and destination such as the transportations, information availability, and marketing components to make buying decision easier.

Another big market in the world is China. Therefore, China will still be the largest source market for international tourism, easily surpassing 110 million border crossings, further supported by the Chinese government exploiting the Soft Power policy opportunities coming with it. The push factors pollution and overcrowding will continue to encourage Chinese tourists to make the switch from domestic to outbound traveller, even though it is to be hoped that pollution levels will not go on to rise as dramatically as in 2013.

With all the drastic changes some effects on the nature of the travel industry (Holjevac, 2003). AS the demand for tourism has increased, and many new tourist destinations have emerged, the competition in the tourism sector has intensified (Crouch. G.I 2011; Getz & Brown, 2006). The United Nations World Tourism Organization (UNWTO) agreed that tourism can be an assistance to the country's economy growth. Tourism is a system combining of tourism goods and services.

2. Literature review

2.1. *Perceived destination competitiveness*

Destination competitiveness in the tourism industry is a fragmented industry comprised of various elements such as attraction, activities, services and infrastructures, which build up the total appeals of the natural and man-made characteristic of the place. Tourism competitiveness is an ability of destination to meet visitor needs on various aspects of the tourism experience (Ritchie, Crouch, 2003) which means that competitive position of a destination on the tourism market, depending on which and how well the target resources are managed.

The most detailed work on overall tourism competitiveness was undertaken by Crouch and Ritchie (1999, 2003). They contended that to be competitive, a destination development of tourism must be sustained not just economically, ecologically but socially, culturally and politically. They focus on long-term economic prosperity as the yardstick by which destinations can be assessed competitively. Thus, the most competitive destination is that which most actually creates sustainable well-being for its tourists and residents.

Adapted part of the integrated model of destination competitiveness which comprises of inherited resources, created resources, supporting factors and resources by Tanja Armenski, Doris O, Gomeselj, Branislav Djurdjev, Nevena Curcic, Alexandra Dragin (2012) as the Determinants of Perceived Destination Competitiveness as stated in

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