

**THE STRATEGIC IMPLEMENTATION OF  
THE LANGKAWI TOURISM BLUEPRINT 2011-2015:  
A CASE STUDY APPROACH**

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**UNIVERSITI UTARA MALAYSIA  
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## ABSTRAK

Industri pelancongan dilihat sebagai sumber penjana keuntungan ekonomi bagi negara di kawasan pelancongan. Perancangan dan pembangunan pelancongan diperakui sebagai jalan untuk melancarkan kejayaan ekonomi sesebuah negara, kerana kemampuan sektor ini untuk menggandakan jumlah pekerjaan, hasil cukai, meningkatkan kualiti hidup, dan menaiktaraf kepada infrastruktur yang sediaada. Objektif kajian ini adalah untuk mengkaji peringkat pencapaian daripada pelaksanaan Blueprint Pelancongan Langkawi 2011-2015, mengkaji peranan LADA, MPLBP dan agensi-agensi lain untuk mencapai matlamat utama dengan menempatkan Pulau Langkawi di peringkat 10 destinasi pelancongan dan ekopelancongan ternama di dunia, kajian ini juga mengkaji mengenai cabaran dan peluang melaksanakan inisiatif tersebut. Kajian ini menggunakan kaedah kajian kes. Hasil kajian mendapati bahawa pelaksanaan inisiatif blueprint sehingga November 2012 adalah 77.27 peratus. Pelancaran blueprint juga telah meningkatkan jumlah kunjungan pelancong ke Langkawi sebanyak tiga juta pelancong. Peranan LADA, MPLBP dan agensi lain adalah sangat penting dalam membuat kawalan dan memantau pelaksanaan bersama dengan agensi-agensi lainnya. Secara kesimpulannya, pelaksanaan inisiatif-inisiatif blueprint di Langkawi telah berjalan selari dengan hala tuju untuk meraih matlamat yang sebenar.

Keyword: industry pelancongan, perancangan dan pembangunan pelancongan, inisiatif blueprint

## ABSTRACT

Tourism industry is the source of promising economic benefit to the host country. So that tourism planning and development are acknowledged as a mean to spur countries economic, due to the ability of the sector to further double the job creation, country's receipt, raising standard of living and upgrade the infrastructure. The objective of the study is to evaluate the progress of the Langkawi Tourism Blueprint 2011-2015 implementation, to describe the role of LADA, MPLBP and other agencies in order to achieve the main objectives of the blueprint, to assess the implementation of the blueprint's initiatives and the impact on tourist arrival and local people, to identify the challenges and opportunities in implementation of the blueprint. This study applies case study analysis. The study found that the implementation of the blueprint's initiatives results 77.27% percent on November 2012. The launch of the blueprint has also increased the number of tourist arrival into Langkawi 3 million. The role of LADA, MPLBP and other agencies play critical role to control and monitor the implementation of the blueprint together with other agencies. The implementation of the blueprint's initiatives in Langkawi is going on the track to achieve the main objective.

Key words: tourism industry, tourism development, the blueprint's initiatives, and implementation.

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## LIST OF ABBREVIATION

CEO	: Chief Executive Officer
DMO	: Delivery Management Office
FGM	: Federal Government of Malaysia
LADA	: Langkawi Development Authority
MAHB	: Malaysia Airport Holding Berhad
MAS	: Malaysia Air System
MARDI	: Malaysia Agro Research and Development Institute
MICE	: Meeting, Incentive, Conference and Exhibition
MPLBP	: Majelis Perbandaran Langkawi Bandaraya Pelancongan
JKR	: Jabatan Kerjaya Raya
JPBD	: Jabatan Perancangan Bandar dan Desa
JPP	: Jabatan Perancangan dan Pembangunan
JPPH	: Jabatan Perkhidmatan Penilaian Harta
PDTL	: Pejabat Daerah dan Tanah Langkawi
NCIA	: Northern Corridor Implementation Authority
NKEA	: National Key Economic Area
RKK	: Rancangan Kawasan Khas Pantai Cenang
RTDL	: Rancangan Tempatan Daerah Langkawi
SPAD	: Suruhanjaya Penagangkutan Awam Darat
UPEN	: Unit Perancangan Ekonomi Negeri
YDP	: Yang Dipertua

# **CHAPTER I INTRODUCTION**

## **1.0. Introduction**

This chapter focuses on the background information related to the current tourism situation such as tourism industry, tourism planning and development in the world, Asia and Pacific, South East Asia, Malaysia and Langkawi. The chapter also presents the research questions, research objectives, problem statement, significance of the study and limitations of the study.

## **1.1. Tourism Industry**

Tourism development has been acknowledged widely as a means to spur world economy, regardless in developed countries or developing countries. Since every country has its own natural resources, culture and activities to offer, therefore they are able to attract many visitors to come and to do transaction with host country.

By providing tourism products and services, host country actually could receive an increase in balance of payment, creation more jobs, business opportunities etc. Therefore, tourism nowadays becomes a promising sector to generate more income and raising people standard of living. Since the demand towards tourism service is continuously growing, whereby at the same time the cost to get the service is also affordable (Adamou & Clerides, 2009).

There are many issues emerge in the current tourism situation, especially in the world tourism market and visitors' arrival. The world economy has worsened due to the continuing crisis in several Euro zone countries as well as political instability in the middle-east countries that affects future tourism market. Those situations have

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