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


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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<td>CEO</td>
<td>Chief Executive Officer</td>
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<td>DMO</td>
<td>Delivery Management Office</td>
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<td>FGM</td>
<td>Federal Government of Malaysia</td>
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<td>LADA</td>
<td>Langkawi Development Authority</td>
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<td>MAHB</td>
<td>Malaysia Airport Holding Berhad</td>
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<td>MAS</td>
<td>Malaysia Air System</td>
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<tr>
<td>MARDI</td>
<td>Malaysia Agro Research and Development Institute</td>
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<tr>
<td>MICE</td>
<td>Meeting, Incentive, Conference and Exhibition</td>
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<td>MPLBP</td>
<td>Majelis Perbandaran Langkawi Bandaraya Pelancongan</td>
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<td>JKR</td>
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<td>NCIA</td>
<td>Northern Corridor Implementation Authority</td>
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<td>NKEA</td>
<td>National Key Economic Area</td>
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<td>RKK</td>
<td>Rancangan Kawasan Khas Pantai Cenang</td>
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<td>RTDL</td>
<td>Rancangan Tempatan Daerah Langkawi</td>
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<td>Suruhanjaya Penagangkutan Awam Darat</td>
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<td>UPEN</td>
<td>Unit Perancangan Ekonomi Negeri</td>
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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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REFERENCES


