

AN INVESTIGATION OF BORDER SHOPPING
DEVELOPMENT, ACTIVITIES AND FACILITIES
FROM THE TOURISM SUPPLY CHAIN PERSPECTIVES

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FROM THE TOURISM SUPPLY CHAIN PERSPECTIVES

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Kolej Undang-Undang, Kerajaan dan Pengajian Antarabangsa
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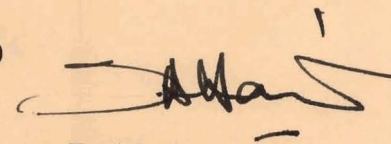
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ABSTRACT

Padang Besar has been well known with its shopping activities since the establishment of several shopping venues at the town. However, the development and shopping facilities offered to the visitors seem insufficient. Hence, the main purpose of this study is to gain a better understanding of the border shopping scenario at Padang Besar, in terms of its development, activities and facilities. Grounded theory qualitative data analysis strategy was employed as an attempt to understand the border shopping scenario from the tourism supply chains perspective. The data was gathered through an initial interview followed by a final interview, and observation. Open coding, selective coding and theoretical coding were identified and categorized based on the data collected, the destination supply factors, and the retail factors at Padang Besar. Each coding was analyzed using constant comparative method to present the final conceptual mapping of shopping scenario at Padang Besar. The relationship between border shopping development, border shopping activities and border shopping facilities were also introduced in this study as a new theory of study in border shopping. The result of the study reveal that Padang Besar Business Arcade Complex (PBAC) is the anchor for shopping activities and represent what is perceived to be the main attraction at Padang Besar. Cheap imitation goods offered are the main reasons visitors shop at PBAC. The study concludes that shopping activities and trading activities at PBAC are the main reasons behind the infrastructure development at Padang Besar. The findings also indicate the tourism supply chains in Padang Besar have failed to cooperate with each other and thus had resulted in improper planning and development of the town. The town of Padang Besar does have a potential to be developed into a border shopping tourism destination since the town itself is associated mainly with border shopping activities. Nevertheless, it requires a concrete support from the government, private investors and the tourism destination supply chain in supporting the border shopping venues at Padang Besar with adequate and proper development of shopping infrastructure, facilities and amenities to the visitors.

Keywords: Border Shopping, Destination Supply Factors, Retail Factors

ABSTRAK

Padang Besar mula terkenal dengan kegiatan membeli-belah sejak tertubuhnya beberapa pusat membeli-belah di pekan tersebut. Namun begitu, pembangunan dan kemudahan membeli-belah yang disediakan untuk para pengunjung agak terbatas serta tidak mencukupi. Sehubungan itu, kajian ini bertujuan memahami dengan lebih mendalam senario membeli-belah di sempadan negara, khususnya di Padang Besar dari segi pembangunan, aktiviti dan kemudahan. Pendekatan kualitatif yang mengupayakan 'grounded theory' telah diguna pakai untuk memahami senario membeli-belah di sempadan negara dari perspektif pihak rangkaian bekalan pelancongan. Data diperoleh menerusi temuduga awal, temuduga akhir serta pemerhatian. Pengekodaan terbuka, terpilih dan teoritis telah dikenal pasti dan dikategorikan berdasarkan data yang telah diperolehi, faktor-faktor bekalan destinasi, dan faktor-faktor runcit di Padang Besar. Analisis untuk setiap kod dikendalikan melalui kaedah perbandingan malar untuk membina konsep pemetaan yang muktamad berkenaan senario membeli-belah di sempadan negara di Padang Besar. Hubungkait antara pembangunan membeli-belah di sempadan, aktiviti membeli-belah di sempadan dan kemudahan membeli-belah di sempadan juga telah diperkenalkan dalam kajian ini sebagai teori baru dalam penyelidikan membeli-belah di sempadan. Hasil kajian memperlihatkan bahawa Kompleks Arked Niaga Padang Besar (PBAC) bertindak sebagai peneraju aktiviti membeli-belah dan merupakan tarikan utama di Padang Besar. Produk tiruan yang murah yang ditawarkan merupakan alasan utama pengunjung membeli-belah di PBAC. Kajian ini menyimpulkan bahawa aktiviti membeli-belah dan aktiviti perdagangan di PBAC merupakan pemacu pembangunan prasarana di Padang Besar. Selain itu, dapatan kajian mendedahkan bahawa pihak rangkaian bekalan pelancongan di Padang Besar gagal berkerjasama antara satu sama lain dan hal ini mengakibatkan perancangan dan pembangunan yang tidak teratur di Padang Besar. Pekan Padang Besar berpotensi untuk dibangunkan sebagai destinasi pelancongan membeli-belah di sempadan memandangkan pekan ini sering dikaitkan dengan aktiviti membeli-belah. Walaubagaimanapun, perkara ini memerlukan sokongan yang padu daripada pihak kerajaan, pelabur swasta dan pihak rangkaian bekalan pelancongan bagi menyokong pusat-pusat membeli-belah di Padang Besar dengan pembangunan yang mencukupi dan teratur dari segi prasarana dan kemudahan membeli-belah untuk pengunjung.

Kata kunci: Beli-belah di Sempadan, Faktor-faktor Bekalan Destinasi, Faktor-faktor Runcit

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CHAPTER 1

INTRODUCTION

1.0 Overview of the Study

Tourism industry has entered a new and different phase of growth, as what has been described by the United Nations World Tourism Organization (UNWTO, 2011) as more moderate, more solid and more responsible. More moderate because it is unlikely to produce the double-digit growth rates of the past, in which the growth was around 4% annually from 2002 to 2007. In 2010, world tourism recovered more strongly than expected from the shock it suffered in 2008 and 2009 due to the global financial crisis and economic recession. The vast majority of destinations worldwide reported positive and often double-digit increases, sufficient to compensate recent losses or bring them close to this target.

The industry has expanded to such a vast extent that understanding of the planning, development, management, and marketing needs has been imbalanced, and is generally at an underdeveloped stage throughout the world. While industries produce physical products, tourism is seen to have much more fragile products. The experiences tourists have of their travel, of being at the destination, of the attractions, of human interactions, and of the resources based nature experiences affect the formulation of the tourists' perceptions. Tourism is not just the assembling of product components, like transport, hotels, attractions, services, and so on, but also the fit of real experience to advance the expectation of the tourist. It has to do with product integrity.

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