

PERCEPTIONS OF LANGKAWI PEOPLE TOWARDS THE  
EFFECTIVENESS OF LOCAL GOVERNMENT IN  
DEVELOPING SUSTAINABLE TOURISM INDUSTRY

By

MOHAMAD SUBHI BIN ABDULLAH

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## **Abstract**

This study focuses on the effectiveness of local government from four areas which are; 1) cleanliness, 2) sustainable development, 3) law enforcement, 4) public facilities.

A quantitative approach with a survey method was used in this study. The survey was conducted in Langkawi using convenience sampling. In total, 200 respondents have answered the questionnaires.

The findings show two factors are significant which are; 1) cleanliness and 2) sustainable development. The other two give insignificant result; 1) law enforcement and 2) public facilities. It shows that the importance of local authority among the residents is still ambiguous. The residents do not fully understand the role of local authority in the communal development.

This study adds to further understanding of the role played by the local authority, an area which is under research in Malaysia.

## **Abstrak**

Kajian ini member fokus kepada pihak berkuasa tempatan meliputi empat perkara berikut: 1) kebersihan, 2) pembangunan lestari, 3) penguatkuasaan undang-undang dan 4) kemudahan-kemudahan awam.

Pendekatan kuantitatif melalui kaedah soal selidik telah digunakan dalam kajian ini. Soal selidik telah dijalankan di Langkawi menggunakan pensampelan mudah. Secara keseluruhan, seramai 200 responden telah menjawab soalan-soalan soal selidik tersebut.

Hasil penemuan menunjukkan dua faktor penting iaitu: 1) kebersihan dan 2) pembangunan lestari. Dua lagi faktor memberi keputusan yang tidak penting: 1) penguatkuasaan undang-undang dan 2) kemudahan-kemudahan awam. Ini menunjukkan kepentingan pihak berkuasa tempatan kepada penduduk masih lagi kurang jelas. Penduduk tidak memahami sepenuhnya peranan pihak berkuasa tempatan dalam pembangunan komuniti.

Kajian ini menjelaskan kefahaman tentang peranan yang dimainkan oleh pihak berkuasa tempatan, suatu bidang yang masih lagi dalam penyelidikan di Malaysia.



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## **Chapter 1: Introduction and overview**

### ***1.1 Introduction***

This chapter outlines the research problem, research questions, objectives of the research, context of the current study, potential contributions, research methodology and thesis outlines.

### ***1.2 Research problem***

Langkawi Island is one of the top tourist spots in Malaysia. Located in the state of Kedah, the island has managed to attract 3.4 million tourists in 2013 (<http://www.lada.gov.my>). The increase of the tourist arrival(domestic and international) has made the task of local government to be more challenging and complicated. The local government has to satisfy both, local people and tourists. To find balance, the local government is implementing sustainable tourism concept. Sustainable tourism is the result of growing awareness of the global links between mounting environmental problems, economic issues and social responsibilities.

Failure in achieving sustainable tourism will affect the services given to the local people and consequently will pose a bad image to the tourists in the long run. This study is looking at the perceptions of Langkawi residents towards the effectiveness of the current state of sustainable tourism implemented by local government.

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## **APPENDIX 1:** Questionnaires (English version)



*\*please tick in suitable box. (\*MPLBP: Majlis Perbandaran Langkawi Bandaraya Pelancongan)*

### Section A – Cleanliness

The following statement relates to the cleanliness.

	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree			
No	Statement			1	2	3	4	5
A1	Langkawi is beautiful because MPLBP has performed its functions well.							
A2	Privatisation of solid waste management and public cleansing in Langkawi to E Idaman has tremendously improved cleanliness of Langkawi.							
A3	Cleanliness is a collective responsibility from all stakeholders.							
A4	Langkawi is at par with other famous international islands in terms of cleanliness.							
A5	MPLBP must revise and strengthen its environmental bylaws to improve and maintain cleanliness in Langkawi.							
A6	MPLBP has taken its full attention to most populated and high density areas.							
A7	MPLBP has done its role effectively in promoting awareness programmes and activities.							
A8	Rubbish collection areas are in good conditions and well maintained.							
A9	MPLBP has taken fast actions and solutions regarding public complaints about cleanliness.							
A10	Standards of cleanliness in tourist spots, beaches, food courts and stalls are very well.							

## Section B – Sustainable Development

The following statement relates to the sustainable development.

	1	2	3	4	5			
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree			
No	Statement			1	2	3	4	5
B1	Sustainable development is important for me							
B2	Langkawi will lose its natural identity if over-development takes place.							
B3	Primary reason for tourists come to Langkawi is to enjoy its natural beauty.							
B4	Government must give much priority to sustainable development for the future of Langkawi.							
B5	People in Langkawi do not concern and care about sustainable development.							
B6	The present laws and policies for development are sufficient enough to cater for sustainable development in Langkawi.							
B7	Sustainable development is another type of government bureaucracy and red-tape.							
B8	Sustainable development is very crucial for the survival of Langkawi							
B9	MPLBP has successfully implemented sustainable development concept in Langkawi							

#

### Section C – Enforcement of Laws and Regulations

The following statement relates to the enforcement of laws and regulations.

	1	2	3	4	5	
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
No	Statement	1	2	3	4	5
C1	MPLBP has sufficient laws and regulations to enforce.					
C2	Langkawi people have little knowledge of MPLBP’s laws and regulations.					
C3	MPLBP practices double standard in enforcing laws and regulations.					
C4	MPLBP must effectively promote legal awareness and understanding to Langkawi people.					
C5	MPLBP lacks credibility and capability to enforce laws and regulations.					
C6	Strict enforcement will hamper development of Langkawi					
C7	MPLBP practices selective legal interpretation and enforcement					
C8	Political interference affects the enforcement of laws and regulations					
C9	Laws and regulations are easy to be formulated but difficult to be applied and enforced					

## Section D – Public facilities and infrastructures

The following statement relates to the public facilities and infrastructures.

	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 strongly agree			
No	Statement			1	2	3	4	5
D1	MPLBP has managed to provide good public facilities and infrastructures for Langkawi people.							
D2	Lack of public facilities and infrastructures will affect the image of Langkawi as popular destination.							
D3	Langkawi is still lacking of best public facilities and infrastructures							
D4	Stakeholders must be consulted for planning and development of public facilities and infrastructures							
D5	Thorough project planning and proper implementation determine quality of public facilities and infrastructures							
D6	Public facilities and infrastructures in Langkawi must be in a class of world standard							
D7	Langkawi has sufficient public facilities and infrastructures							

**Section E – Effectiveness of Majlis Perbandaran Langkawi Bandaraya Pelancongan (MPLBP)**

The following statement relates to the effectiveness of Majlis Perbandaran Langkawi Bandaraya Pelancongan.

	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 strongly agree			
No	Statement			1	2	3	4	5
E1	I have no complaints to MPLBP.							
E2	I get fast service from MPLBP.							
E3	MPLBP’s staffs are friendly and willing to help.							
E4	I feel comfortable dealing with MPLBP.							
E5	MPLBP has done good job in protecting the environment.							
E6	MPLBP has built sufficient public facilities for the people.							
E7	MPLBP has invested enough in preserving the environment							
E8	Property assessments,charges and other fees imposed by MPLBP are acceptable and reasonable rates							

**Section F – Profile demographic****F1. Gender:-**

	Male
	Female

**F2. Age:-**

Below 21	21-30	31-40	41-50	51-60	Above 60

**F3. Highest Education:-**

- ☐ SRP/PMR/LCE    ☐ SPM/MCE    ☐ Certificate    ☐ Diploma  
☐ Bachelors    ☐ Masters    ☐ Doctorate    ☐ Others

**F4. Occupation:-**

- ☐ Government    ☐ Private    ☐ Self-employed    ☐ Unemployed  
☐ Others

**F5. Monthly earning/salary:-**

- ☐ less than RM1500.00    ☐ RM1501.00-RM3000.00  
☐ RM 3001.00 – RM5000.00    ☐ above RM5000.000

**F6. Living in Langkawi:-**

- ☐ less 5 years    ☐ 6-10 years    ☐ 11-20 years    ☐ 21-30 years  
☐ above 30 years

**F.7. Frequency of Dealings With Majlis Perbandaran Langkawi Bandaraya Pelancongan(MPLBP)**

- ☐ Never    ☐ Rare    ☐ Sometimes    ☐ Always