

THE FACTORS INFLUENCING THE TOURISM DEVELOPMENT IN GENTING HIGHLAND

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ABSTRACT

This research aims to investigate the relationship between facilities, safety and security, and services in Genting Highland and their impact on tourism development. The main objective is to identify the factors influencing tourism in Genting Highland. The study will utilize quantitative methods, including convenience, safety, security, and hospitality as factors, and will gather data through a questionnaire. Statistical analysis will be conducted using SPSS version 26.0 to support decision-making and improve performance. The research intends to achieve its objective of understanding the development of tourism in Genting Highland.

Keywords: Genting Highland, tourism development, facility, service, safety and security.

INTRODUCTION

For this study researcher focuses on identifying the factors that may be influenced by tourism growth. The survey conducted provides insights into the tourism industry in the Genting Highlands area, including leisure and travel sectors such as lodging, retail, ecotourism, cruise tourism, spa and wellness, gastronomy, and domestic and international travel (PEMANDU,2013). Genting Highlands has a history of updates and new amenities, planning to reopen in 2020 and welcoming tourists from mid-2021. COVID-19 has affected all countries, but its impact on Genting Highlands is minor as it primarily affects Malaysians (Genting Berhad, 2020). The study aims to examine the relationship between tourism development and factors like amenities, safety, and security, with the goal of finding solutions to potential challenges. The study specifically evaluates the factors influencing the tourism development in Genting Highland.

SIGNIFICANCE OF THE STUDY

Researchers

This study will assist researchers in determining the factors influencing tourism development in Genting Highland in terms of facility, safety and security, and service. Therefore, this will be a tool that will guide and navigate them when they find reliable factors known as data needed for deeper learning of the topic.

Community

This study will help tourism players to overcome this problem to modify the industry. Then, suggestions on how to improve the performance of tourism development in Genting Highland.

Government

This study also helps the government restore development by promoting Genting Highland to increase revenue. The results enable Genting Berhad to improve the quality of places and services to attract and retain new or existing tourists. In conclusion, it can also help increase their profit margins.

LITERATURE REVIEW

i) Tourism Development

Tourism development involves the process of increasing, developing, and promoting tourism in a destination to generate economic benefits. Genting Highlands in Malaysia is a popular tourist site known for its cool climate and outdoor theme park. Resort World Genting (RWG) plans to reopen in 2022 and expects 30 million visitors, capitalizing on the reopening of border gates and the anticipated population recovery. Sustainable tourism considers economic, social, and environmental effects, meeting the demands of guests, the industry, and host communities (Wahl, Lee & Jamal, 2020). Genting Highlands, located 35 kilometers from Kuala Lumpur, offers a range of tourism options, including hotels, casinos, shopping centers, and the Skyworlds Theme Park. The area also features surrounding valley attractions, such as rural villages, culinary hotspots, and natural destinations. The strategic location and continuous growth of Genting Highlands contribute to its stable tourism industry. Tourism development involves planning strategies to maximize tourism's positive impact on human welfare and environmental quality (Pearce, 1989).

ii) Facility

Tourist facilities, such as accommodations, hotels, theme parks, and transportation services, play a crucial role in the development of tourism in Genting Highlands. These facilities support the growth of the tourism and recreation sector and enhance the overall visitor experience. Sustainable tourism practices, including long-term environmental planning and the utilization of regional public infrastructure, can guide the placement of facilities and increase visitor satisfaction

(Chi et al., 2005; Ramasamy, 1994). Transportation systems, including buses and cable cars, are available to transport visitors to Genting Highlands, while lodging options like hotels provide comfortable stays. The Outdoor and Indoor Theme Parks offer a wide range of thrilling attractions for visitors of all ages. Understanding the relationship between facilities and tourism development is essential for maximizing the potential of Genting Highlands as a tourist destination.

iii) Service

A service is an intangible action or benefit provided by one person to another, not resulting in ownership, according to Kotler and Armstrong (2019). Services encompass various industries such as accounting, banking, education, transportation, and hotels. In Genting Highlands, the hotel business plays a significant role in promoting development, offering excellent service and hospitality to guests. The region features a range of accommodations, from budget rooms to luxurious five-star hotels. Additionally, Genting Highlands offers a theme park, shopping centers, entertainment venues, and a casino. Quality is recognized as an important aspect of services, contributing to operational effectiveness and financial success. This study aims to explore the relationship between services and tourism development in Genting Highlands.

iv) Safety And Security

Safety and security are essential aspects of tourism, with safety focusing on protection against accidental incidents and security addressing deliberate acts (Albrechtsen, 2003). Concerns about safety and security significantly influence tourists' travel choices (Spencer and Tarlow, 2021; Wang et al., 2019). Genting Highlands has implemented strict health and safety measures to prioritize the well-being of employees and guests, particularly in response to the COVID-19 pandemic. The region emphasizes the significance of tourism safety and security for the quality of tourism. Visitors seek secure settings for relaxation, tranquility, and adventure. Resorts World Genting has installed thermal scanners and implemented protocols to monitor body temperature and track visitors. Safety is the top priority, and rigorous onboarding processes were enforced during the Movement Control Order to ensure the safety of guests. According to researchers Kovari and Zimányi (2010), safety and security are crucial components of the economy and tourism, and this study explores their interaction with tourism development. Adequate security measures are necessary at tourist destinations to guarantee visitor safety. The study aims to investigate the relationship between safety, security, and tourism development in Genting Highlands.

RESEARCH OBJECTIVE

There are 3 objectives that this study aims to achieve as follow:

1. To determine the relationship between facility and development in Genting Highland.
2. To determine the relationship between safety and security and tourism development in Genting Highland.
3. To determine the relationship between services and tourism development in Genting Highland.

RESEARCH QUESTIONS

The questions for this study are as follows:

1. What is the relationship between facilities and tourism development in Genting Highland?
2. How does tourist find out the safety & security level of tourism development in Genting Highland?
3. What is the level of services and tourism development of Genting Highland?

RESEARCH HYPOTHESIS

A hypothesis must be testable and realistic, taking into account the most recent findings and research methods. Furthermore, a hypothesis is a prediction or an explanation of how two variables are related. It implies that a dependent variable and an independent variable are connected predictably. As a result, the

Hypothesis 1 :

H_0 : There is no relationship between facility and tourism development in Genting Highland.

H_1 : There is a relationship between facility and tourism development in Genting Highland.

CORRELATIONS			
		Facility	Tourism Development
Facility	Pearson Correlation	1	.452**

	Sig. (2-tailed)		<.001
	N	300	300
Tourism Development	Pearson Correlation	.452**	1
	Sig. (2-tailed)	<.001	
	N	300	300
**Correlation is significant at the 0.01 level (2-tailed)			

Hypothesis 2 :

H_0 : There is no relationship between level of services and tourism development in Genting Highland.

H_3 : There is a relationship between level of services and tourism development in Genting Highland.

CORRELATIONS			
		Safety & Security	Tourism Development
Safet & Security	Pearson Correlation	1	.664**
	Sig. (2-tailed)		<.001
	N	300	300
Tourism Development	Pearson Correlation	.664**	1
	Sig. (2-tailed)	<.001	
	N	300	300
**Correlation is significant at the 0.01 level (2-tailed)			

Hypothesis 3 :

H_0 : There is no relationship between safety & security and tourism development in Genting Highland.

H_2 : There is a relationship between safety & security and tourism development in Genting Highland.

CORRELATIONS			
		Safety & Security	Tourism Development
Safet & Security	Pearson Correlation	1	.620**
	Sig. (2-tailed)		<.001
	N	300	300
Tourism Development	Pearson Correlation	.620**	1
	Sig. (2-tailed)	<.001	
	N	300	300
**Correlation is significant at the 0.01 level (2-tailed)			

RESEARCH FRAMEWORK

The conceptual framework for this research is seen in Figure 1. The three factors that make up the independent variables are facility, safety and security, and service. Tourism development in Genting Highland is the dependent variable.

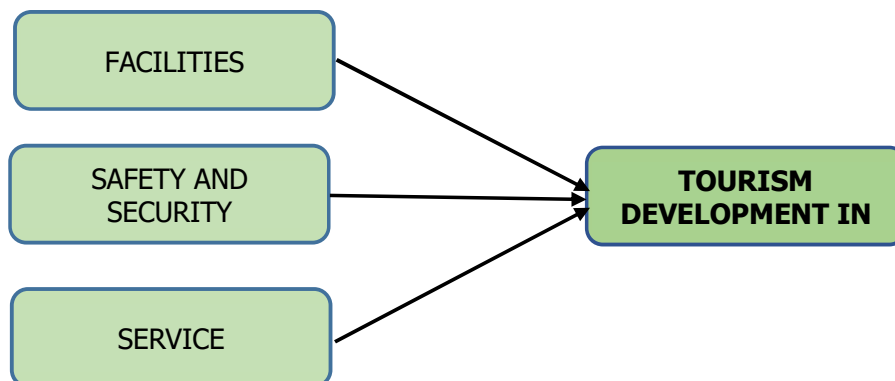


Figure 2 : Conceptual Framework of the relationship between facility, safety and security, and service with tourism development in Genting Highland

METHODOLOGY

Research Design

The study incorporates the factor influencing the tourism development in Genting Highland. A quantitative technique is used in this study, and data will be collected from individual using a self-administered questionnaires (Pritha Bhandari, 2022). The relationship between facilities, service and safety and security toward the tourism development in Genting Highland us the subject of a descriptive study. The descriptive study design assists in answering the research questions and achieving research objective.

This study used quantitative method via statistics through the use of large scale survey research to collect the data distributing a set of questionnaire through Google Form. The questionnaire are designed related to facilities, service and safety and service and the tourism development in Genting Highland using 5-point Linkert scale (1=strongly disagree and 5 strongly agree).

Population And Sample Size

Overall, the population of arrival tourists to Genting Highland is 2,369,121 million. However, the researches population of this study only involves the tourists from January to June 2022. To determine the sample size, Krejcie and Morgan (1970) sample was used in this study.

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	230	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3200	346
85	70	440	205	4000	351
90	73	460	210	4000	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	530	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size. *S* is sample size.
Source: Krejcie & Morgan, 1970.

Figure 3 : Krejcie & Morgan (1970) :

Data Collection

In the first stage, the data collection method that had been used is online surveys using Google Forms. The reasons why the researchers used this platform is due free access and user-friendly. It also makes it easier to the researchers to collect all data from local tourist. The second stage is the study executed a pilot study whereby 30 respondents participated in the survey. Subsequently, the study conducted a field study whereby based on the required sample size, 384 tourists participated in this survey.

Sampling

Sampling is a method for collecting data in the academic world that allows researchers to learn more about a population by examining the results of a representative sample of people rather than concentrating on a small number of individuals (Turner, 2020). Probability sampling and non-probability sampling are the two major sampling methodologies used in this study. Probability sampling means that every item in the population has an equal chance of being included in the sample. One way to undertake random sampling would be if the researcher constructed a sampling frame first

and then used a random number generation computer program to pick a sample from the sampling frame (Zikmund, 2002). Non-probability sampling is often associated with case study research design and qualitative research.

Convenience sampling will be used in this research for the participants' convenience. Convenience sampling is a non-probability sampling strategy in which respondents are chosen for sampling just because they provide researchers with "convenient" sources of data.

RESEARCH INSTRUMENTS

This research instrument aims to assess user satisfaction in a specific public facility. It consists of five sections: demographic information, facilities evaluation, safety and security assessment, service quality evaluation, and development satisfaction. Each section utilizes a different type of scale or question format to gather data.

In this section, participants are asked to provide their demographic details such as gender, age, marital status, and education qualification. The open-ended scale allows respondents to provide detailed responses, providing researchers with a comprehensive understanding of the characteristics and backgrounds of the users.

The facilities evaluation section focuses on assessing users' perceptions of various aspects of the public facility. Participants are presented with five statements or questions related to facility conditions, such as cleanliness, maintenance, availability of amenities, ease of access, and overall ambiance. They are then asked to rate their level of agreement or satisfaction on a Likert scale, typically ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). This scale allows for the quantification of satisfaction levels across different aspects of the facility.

The safety and security section aims to evaluate users' perceptions of safety measures in the public facility. It consists of five statements or questions related to security effectiveness, presence of surveillance systems, emergency response readiness, and overall sense of safety. Participants rate their level of agreement or satisfaction using a Likert scale, similar to the facilities evaluation section.

The service quality section focuses on assessing users' satisfaction with the services provided by the public facility. It includes five statements or questions related to staff friendliness, responsiveness, professionalism, accuracy of information provided, and overall service experience. Participants rate their level of agreement or satisfaction using a Likert scale.

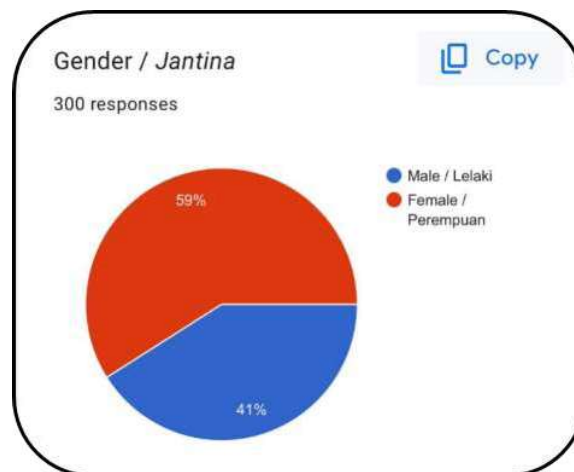
The development satisfaction section measures users' satisfaction with the development initiatives within the public facility. It includes five statements or questions related to the availability and quality of additional features, ongoing improvements, and overall perception of progress. Participants rate their level of agreement or satisfaction on a Likert scale.

By employing a combination of open-ended questions for demographic information and Likert scale questions for evaluating facility conditions, safety and security, service quality, and development satisfaction, this research instrument provides a comprehensive approach to assessing user satisfaction in the public facility. The collected data can then be analyzed to identify areas of strength and areas for improvement, guiding decision-making and future development strategies.

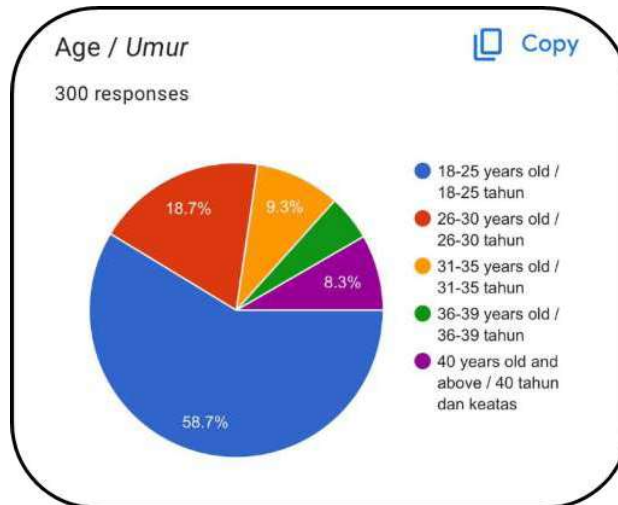
Data Analysis

Researchers used Social Science Statistic Package (SPSS) in this study to examine the data collected from the respondent. SPSS is a program-based data processing and analysis window that allows the users to create distribution charts and plots as well as execute complex data processing and analysis with only a few simple keystrokes. This researchers used descriptive statistics, reliability tests, and Pearson's correlation coefficient for the analysis of the results.

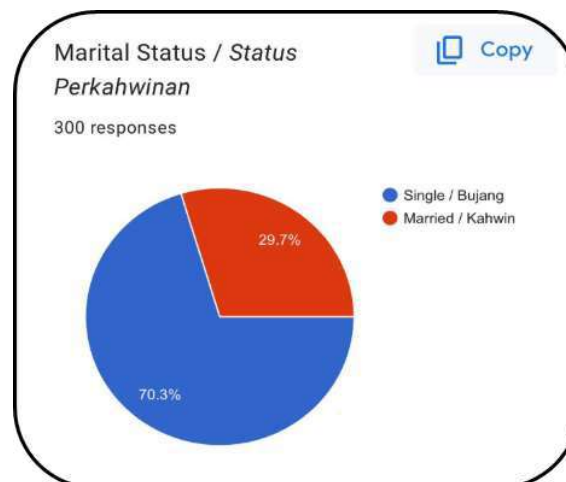
FINDINGS



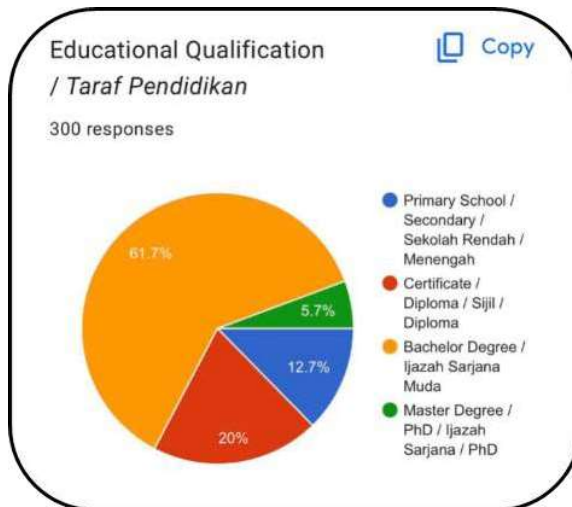
Based on the gender distribution of the 300 respondents, the higher percentage is represented by females at 59%, while males account for the lower percentage at 41%.



Based on the age distribution of the 300 respondents, the highest percentage falls within the 18-25 years old category at 58.7%. The lowest percentage is represented by the 36-39 years old category, accounting for 5% of the respondents.



Among the marital statuses mentioned, the highest percentage is represented by the "single" category, accounting for 70.3% of the respondents. On the other hand, the lowest percentage is attributed to the "married" category, with only 29.7% of the respondents reporting being married.



Among the mentioned, the highest by individuals with a 61.7% of the hand, the lowest individuals with a master's degree or PhD, accounting for 5.7% of the respondents.

educational qualifications percentage is represented bachelor's degree at respondents. On the other percentage is attributed to

DISCUSSION AND RECOMMENDATION

The discussions were aimed to solve the questions and address the hypothesis as mentioned in the first chapter of this study. In general, this study has extensively researched the factors influencing tourism development in Genting Highland. Based on the findings of the study, there are some recommendations for tourism operators as well as the future researchers in order to make an improvement in the future study.

The government should play an important role in ensuring that companies or institutions involved in the tourism industry can be given special allocations to redevelop businesses affected by Covid-19. As happened with the Genting Highland company they had to invest with a large investment to redevelop the areas affected by Covid-19. The government should take swift action in helping this company, this is because Genting Highland is a large tourism center and has always been attention from tourists and investors from home and abroad. Therefore, the sensitivity of the government in helping tourism companies like Genting Highland is very important because this is the main attraction for tourists to our country.

Next, the proposed improvement to redevelop Genting Highland after the Covid-19 pandemic is to relax some of the regulations in Genting Highland such as the Covid-19 Regulations which are too strict and many result in tourists and customers in Genting Highland not having fun when doing activities because they are bound by various new regulations. Therefore, the Genting Highland side should also make an arbitration regarding the rules that have been made to ensure that the visitors feel more enjoyable when they are in Genting Highland.

CONCLUSION

Genting highland is the biggest attraction in attracting foreign tourists to come and travel to the country. However, since the outbreak of the covid-19 outbreak, the rate of operation and movement of Genting Highlands has declined and resulted in huge losses. In addition, the uncertain global economic problem is also the cause of the decline of the highland business itself. Nevertheless, planning and research has been done in redeveloping the economy and operating system affected by this epidemic. Various steps and efforts are being taken to redevelop the development in Genting Highlands in order to attract domestic and foreign tourists to visit Genting Highlands

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