

A Preliminary Study of Tourist Friendly Destination Concept in City Tourism

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Received date: June 07, 2016; Accepted date: July 29, 2016; Published date: Aug 05, 2016

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Abstract

Tourist friendly destination is a growing concept applicable to many tourism sectors, which aim to satisfy the needs and demands of domestic as well as international tourists. In the city tourism, recent practices have shown that tourism providers have given emphasis to the general provision of physical facilities compared to the facilities and services that meet and satisfies the tourists' needs. Previous studies have also focused on the positioning, image, and branding of tourism destination, thus, making the tourist friendly destination concept untapped. Therefore, this article aims to develop a preliminary concept of tourist friendly destination from domestic tourist's perspective. A total of 30 respondents chose the purposive sampling method in Kuala Lumpur. The results of the study showed that the level of attributes was "important" and "very important" to overall mean value range 3.09 to 4.63. This study contributes to the tourism providers and planners in developing city tourism towards tourist friendly destination concept.

Keywords: City tourism; Domestic tourist; Kuala Lumpur; Preliminary study; Tourist friendly destination

Introduction

Tourist friendly destination is an approach to addressing the concept of customer-oriented. It is mean the tourists will choose a destination when guided by a desire to learn, to explore new experiences, and expand their meaning of life through the experience of travel [1]. Therefore, this concept is to ensure the supply in tourism destinations always meets the demand which desired by tourists. Kozak and Smeral mentioned that tourists will choose a tourism destination that can meet the expectation and demand [2,3]. According to Swarbrooke, tourists favor to responding well to the tourist friendly, where the service is easy to use and without interruption [4].

Tourist friendly destination perceived as a strategy that can be promotes tourism at the national level. It is also considered as a concept to develop the national tourism industry through positive values. However, in current practices has shown that the tourism providers gave emphasis to the general provision of physical facilities compared to the facilities and services that meet and satisfies the tourists' needs. Therefore, efforts to develop tourist friendly destination concept in city tourism should be evaluated according to the tourist's perspectives, especially from the domestic tourists' perspectives. Domestic tourists regarded as a predominant respondent in tourism activities, who directly affected by the development of infrastructures, superstructures, facilities, amenities, services, hospitalities, and tourism product marketing. Thus, this article aims to develop a preliminary concept of tourist friendly destination from domestic tourist's perspective in city tourism.

Literature Review

Tourist friendly destination is a concept which gives a satisfaction (to meet tourist's demand and supply) through maximum use of activity, product, and space [5]. Anuar mentioned that this concept can be used not only for the tourists but can use by the others interest parties such as tour agents, tour operators, residents, and stakeholders [6]. Mainly, the concept of tourist friendly destination arises because of the five factors: i) changes in the concept of tourism, ii) capacity of tourists to travel, iii) tourism & destination selection to motivate tourists, iv) tourist's tastes change, and v) the involvement of public and private sectors. Through of these factors, the tourist friendly destination concept can be developed through the tourism system which consists of three elements activity, space and product [7-10]. Walsh-Heron stated that to create a tourism destination these three elements such as place, activity, and product is needed to produce a real image [11]. Therefore, tourist friendly destination concept will be influenced by the tourism system, which each element (activity, product, and space) are interrelated.

Methodology Study

The primary data through the quantitative method used in this study. In the determination of sampling method, this study used non-probability sampling through purposive sampling. Purposive sampling is a type of sampling that selects a sample based on particular characteristics for the specified purpose [12]. In this study, the researcher decided to choose 30 respondents from domestic tourists as a sample size to answer a questionnaire. The distribution of questionnaires continued for the two weeks, starting on 23 August and followed by 28 to 31 August, 01 September and 06 September 2015. The distribution of questionnaires conducted at strategic locations such as Kampung Baru, Petaling Street, KTM KOMUTER station,

Kuala Lumpur International Hotel, Berjaya Times Square Hotel, Berjaya Times Square, KLCC Park, Titiwangsa Lake Garden and Waterpark Theme Park, which domestic tourist is always getting around.

The questionnaires were analyzed and processed through the Statistic Package for Social Science (SPSS) Version 20 which involving frequency, percentage and mean. Analysis of the reliability was conducted using Alpha Cronbach scale. According to Sang, reliability was poor if the study obtained a scale of less than 0.6, and high reliability if the value approached 1.0 [12]. Therefore, in this study researcher used a high scale value of 0.6 on the scale of reliability. An analysis of the reliability focused on Questions 30, 31, and 32, in Part F, because these questions led to the aim of the study. Alpha Cronbach's values for Questions 30, 31, and 32 were 0.912, 0.957, and 0.936, respectively; meaning that their reliability was very high.

In order to answer the aim of study, the mean score range is used to identifying the importance of attribute in each component of tourist friendly destination through scale rating: 1.00 < mean < 1.50 very not important 1.50 < mean < 2.50 not important 2.50 < mean < 3.50 moderate 3.50 < mean < 4.50 important 4.50 < mean < 5.00 very important [13,14].

Result and Discussion

Based on the analysis, slightly more than half of domestic tourists were female (63.3%), and the rest are male (36.7%). The majority of the

respondents are Malay (83.6%), Chinese (8.7%) and Indian (6.5%). Most of the respondent's age are 30-39 years old (56.6%) and 20-29 (16.7%). Regarding occupational, executive and government personnel represent the biggest group which is 53.3% and 16.7%. Concerning education levels, more than 83.3% of the respondents attain at least tertiary education (those holding a diploma, bachelor degree and above). In term of monthly income (evaluated in RM), the majority of the respondents has monthly income around 3,000-3,999 with 23.4%. These closely followed by who have a monthly income around 4,000-4,999 and 1,000-1,999 which is 16.6% and 13.3%.

The Important of Attribute in Each Component to Develop Tourist Friendly Destination Concept.

The analysis in Table 1 showed that there are different perspectives of respondents on the importance of each attribute in the component dimensions of activity, product, and space in tourist friendly destination concept. These attributes, not only gauge the level of interest, but also act as a measurement of tourist friendly destinations in Kuala Lumpur as city tourism. Therefore, the analysis showed that the level of attributes was "important" and "very important" to overall mean value range 3.09 to 4.63. From the range revealed that the respondents have confidence in the attributes of each component of the activity, product and space dimension's that can measure a tourist friendly destination concept in city tourism.

Dimension	Component	Attribute	Mean
Dimension Activity	Component of Mix Activities	Providing an adequate and quality of mix activities	4.07
	Component of Culture and History	The cultural and historical sites have been developed as a tourism product	4.07
		The value ethnic has been embedded in art cultural and historical activities	4.03
	Component of Entertainment	The diversity of entertainment activities	3.53
	Component of Special Events	The special events need to achieve the tourist's demands and desire	4.07
Dimension Product	Component of Hospitality	Friendly value in tourism products has been increased from the existing hospitality	4.47
		Employees are well trained and skilled in the tourism field	4.3
		Employees fluent multi language especially in the tourism field	4.07
		Tourism management has been improved	4.27
		Application of hospitality friendly in each tourism product	4.4
		Population/community-friendly	4.23
		The concept of "think and act tourism" has been implemented by stakeholders	4.03
Component of Service	Quality services in terms of reliability of products and friendly to tourists	Providing an attractive and quality packages	4.37
		Providing a quality of restaurant and hotel services and improvement	4.33
		Offer a variety of physical characteristics such as natural and man-made features that are tourist-friendly	4.13
	Component of Physical Plant	Product offerings are meet the needs and desires of tourists	4.13
		Product offerings to meet the experience required by tourists	4.2
	Component of Freedom of Choice	Product offerings are meet the needs and desires of tourists	4.13
Product offerings to meet the experience required by tourists		4.2	

		The product offering has the freedom of choice	4.3
	Component of Involvement	The character of a product is featured in every tourism product	4.13
		Product's branding that convinces the tourists	4.07
Dimension of Space	Component of Infrastructure and Superstructure	Providing an adequate and quality of amenities	4.33
		Providing an adequate and planned spaces	4.2
		Providing an adequate and quality of facilities	4.2
		Providing planned and quality of walkway	4.13
		Providing an adequate and quality of accommodation	4.43
		Providing a quality of technology	4.4
		Providing a quality and planned infrastructure	4.4
		Providing a quality and planned roads	4.5
		Providing a quality and planned for disabled people facilities	4.3
		Providing a quality parking	4.4
		Providing a quality and planned drainage system	4.2
	Component of Accessibility	The development of a world-class accessibility	4.27
		Transportation networks are organized and quickly	4.43
		Adequate transportation to each tourism product	4.47
	Component of Security	Local authorities have taken effective initiatives regarding quality of safety and security support system such as CCTV, pedestrian walkways and etc.	4.63
	Component of Location	The need to develop the areas of branded and well known as Jalan Raja Chulan, Jalan Tuanku Abdul Rahman	3.09
		Development of tourism products in locations that attract tourists only	4.4
	Component of Value and Cost	The price offered is worth	4.43

Table 1: Analysis of different Perspectives.

Conclusion

Tourist friendly destination is a concept that is very much needed by domestic tourists to meet their needs and requirements to develop of activity, product, and space. The needs of tourist friendly destination identified through a questionnaire using 30 domestic tourists as respondents in Kuala Lumpur. The results show that the positions of each attribute change of the condition of an attribute, established by the tourism provider. This change is due to the different levels of attribute importance; based on the needs and requirements of domestic tourists when traveled in Kuala Lumpur. Even though there is a change in the attributes of each component, the importance of each attribute in the fixed component is considered to measure the level of tourist friendly destination concept in city tourism. This view based on questionnaire reliability analysis using the Alpha Cronbach's scale to indicate reliabilities of 0.912, 0.957, and 0.936; which equates to a very high reliability. These linked with an overall mean value of each component attribute that indicates a range of 3.09 to 4.63 of the measurement, is "important" and "very important". It shows that the attributes of each component are important in measuring tourist friendly destination. Accordingly, the analysis revealed that the attributes of each component in activities, products and spaces

dimension are important to the underlying development of tourist friendly destination concept, especially in city tourism. Therefore, it is recommended that the tourism providers and planners should be thinking about tourist friendly destination concept before developing tourism in the city area.

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