

Book Review: 'West Asia Tourism: Demand and Economic Impact' (Malay Version)

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Concept

The book was published to see the Middle East tourist demand and its contribution to the Malaysian economy. Factors that affect tourist arrivals from West Asia market is estimated using the latest econometric techniques namely co-integration. In addition to participating in the survey in the field and to estimate the economic impact by using input-output method from West Asia tourist spending. This book focuses on tourism demand from the Middle East due to the growth rate of tourist arrivals from these markets from 2000-2007 showed a favorable and higher than other markets. In addition, from the available statistics clearly show that in terms of per capita spending of tourists, this market is a market that supplies Malaysia with high-value tourists. Hence the government's concern in stimulating more tourist arrivals from these markets should be continued, for example by promoting various sessions visit, cooperation and so on.

Recognizing the importance of the Middle East market to the Malaysian tourism industry, the government through the Ministry of Tourism is trying to attract more tourists by using various methods of promotion as well as creating tourism products that suit tourists from the region. Growing trends in tourist arrivals from Middle East market shows potential to boost the national economy through their spending during their stay in this country. The importance of this market can also be seen through the high tourist capita income compared to other markets surveyed.

Although this book focuses on the Middle East market but other markets are also touched and peeled so that readers can grasp the trend of tourism and its contribution to tourism revenue. Discussed the theory of tourism demand will also educate readers about the stimulating demand factors that drove them for travel to a destination. This book is also expected to expose readers of the tourism sector and the economic impact from the expenditure incurred. Input-output analysis will also help readers understand how the contribution of tourist spending can stimulate an increase in output, employment, tax revenues, added value and imports as well as stimulate other sectors associated with it.

The development of tourism industry in Malaysia has been through a long time limit began informally in the 15th century until now. This long period of time makes the Malaysian tourism industry can be developed sustainably. Diversification of tourism products, whether man-made or naturally help to preserve the development of this

industry. This was also supported by a wide array of tourist infrastructure and transportation network of air, sea and land.

The support given by the government is one of the catalysts to the development of tourism industry. Whether through policy incentives, encouragement of tourism promotion or allocation provisions already provide a good platform for the industry to move forward and become one of the major successes of the nation sector as suggested in the Tenth Malaysia Plan.

Tourists from West Asia market began to make Malaysia as their tourist destination, especially after the events of September 11. This is because their entry into a tourist destination in the United States and Europe began to be strictly controlled. However, this is a good starting point for the Malaysian tourism industry where available tourists from West Asia began to find a safer tourist destination in Southeast Asia. Malaysia with the image of a Muslim country received a good demand. Up to now the number of West Asia tourist arrivals was recorded grew at 27.7 per cent for the period 2000-2007. The importance of this tourist market to the Malaysian tourism industry is also clearly demonstrated by the high expenditure by tourists from West Asia.

The findings of this book shows the true impact on the overall economy of Malaysia with an increase to the output, government tax revenue, employment and imports each amounting to RM 2,215.92 million, RM 24,158 million, RM 474,615 million and a total of 127,932 employments in 2009. Value added increased to RM 915.84 million in the same year. Various promotional methods that are more widely and frequently need to be implemented so that West Asia tourists choose Malaysia. Various strategies have been attracting more of their arrival. The foreign ministry and the Malaysian tourism need to act more aggressively to market Malaysia abroad. Participation in various international trade fairs should be enhanced.

Currently, Malaysia has been promoting health tourism, Malaysia program as the second home, Feel at Home campaign and educational tours to tourists from West Asia. Malaysia also participated in the Arabian Travel Market to strengthen the cooperation with more than 240 travel agencies in the region. Aspects related to West Asia community socio-cultural also have to be reviewed in order to provide a better understanding about the people of this region. This understanding of the socio-cultural expected to help policymakers formulate relevant policies to attract more Middle East tourist arrivals in the future.