The Role of Stakeholders an Enhancing Regional Tourism Development in Ecer

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Abstract

The stakeholders play an important role in the development of regional tourism as it refers to the bidding activities, tourism, politics, and communication to meet the needs and tourist attractions. However, the development of tourism, which was held not show success because it is seen to build on the interests of their respective states in the ECER This causes an imbalance of tourism development and the incompatibility between domestic stakeholders. Therefore, this article aims to identify the orientation of the implementation plan of tourism development areas that have been implemented by the stakeholders, particularly from 2008 to the present, focusing on the study of regional growth corridors in Malaysia, East Coast Economic Region (ECER). The study is based on a qualitative and quantitative analysis involving 83 respondents, the stakeholders in Kelantan, Terengganu, and Pahang. The study found that the role of stakeholders in designing, developing, and implementing tourism development especially in the ECER region based on the achievement and the supply offered to tourists. However, cooperation from the government is needed to examine the policies and strategies in the area of tourism development, especially in the East Coast Economic Region (ECER).

Keywords: Stakeholder's, Regional Planning, Development, and ECER.

Introduction

Regional tourism is one of the important sub-tourism in the country's economic development. At the international level, a country that successfully meets the basic characteristics of tourist needs provided by the stakeholders is a bonus to be a tourist attraction to visit a tourist destination. Stakeholders are generally defined as individuals, people, groups, communities, or societies that can influence or be influenced and have achievement relationships within an organization (Freedman 1983; Freedman & McVea 2001; Chariri & Ghozali 2007). They are composed of government, authorities, private bodies, NGOs, and communities (Hall 2005). Meanwhile, it is important to identify who the stakeholders are, the strategies, functions, and approaches undertaken in implementing regional tourism development (Hall 2005; Ackermann & Eden 2011; Ellis & Sheridan 2014). Among the stakeholders, the government is the main party in planning, developing, and implementing tourism development in the

ECER region (Hall 2015; Gartner 2016). According to him, the stakeholders have a role in planning, developing, and implementing regional tourism that offers good tourism products to tourists such as providing services, activities, and programs, promotion, and marketing because the role needs to be reapplied at the state, regional and country.

In Malaysia, the role of stakeholders has been implemented especially in planning, developing, and implementing the development of the country's tourism sector. Therefore, the involvement of active stakeholders in the tourism industry is very important because each state has a mission, goals, and strategies for tourist development that are constantly monitored and coordinated to achieve the standard of a developed region. Accordingly, through the East Coast Region Economic Master Plan (ECER) this strategy can be implemented because it has tourism resources and products that have the potential to improve the quality of tourism (Habibah Ahmad et al., 2013). However, the role and approach implemented have not been completely successful. Therefore, this paper aims to evaluate the role of planning-oriented stakeholders. development and implementation so that it can be fully applied in the tourism sector of the ECER region. This is to ensure that ECER regional tourism destinations are able to achieve a balance of social development and regional economic corridors.

The Role of Stakeholders in Tourism Development (Literature Review)

According to Ackermann & Eden 2011) the role of stakeholders at the international level, especially in the context of regional tourism is very important in planning, developing, and implementing regional tourism development because efficient cooperation can provide good product offerings to tourists such as service facilities, provide activities and programs, promotions and marketing because these elements drive the entry of tourists to tourist destinations such as the entry of domestic and international tourists to Victoria National Park is dependent on cooperation between stakeholders in destination management systems, product offerings, promotions, and location attractions and as a result tourists are satisfied with the cooperation between stakeholders (Randle & Hoye 2016).

The role in planning is the preparation of master plans and strategies in tourism development planning organizations at the national level (Lusticky, Bina & Musil 2016) where the entry of domestic and international tourists to National Park tourism destinations in Victoria, Australia is the result of stakeholder implementation in the management system destinations, product offerings, promotions, attraction location, and their impact tourists are satisfied with the collaboration between stakeholders (Randle & Hoye 2016). Meanwhile, stakeholder involvement in tourism development through the achievement of physical goals, policies and planning influences the tourism community and society (Feng 2008, Ryan & Zhang 2013). This is evident through a study by Herbert and Christian (2014) in the Caribbean region, Barbodos where tourism development has been carried out by providing multi-story walking zones in National park attractions. Moreover, the role of stakeholders as implementers of development projects is agency and community collaboration in the promotion, marketing, and management of tourism development organizations implemented through comprehensive plan planning in master and provincial memoranda (Timothy 2000; Randle & Hoye 2016).

This is evidenced, the coordination of rebranding marketing strategy of regional tourism destinations at national and regional level in aspects of biodiversity of flora and fauna in Fryslan region, Netherlands (Jeuring 2016), the systematic management system in South Bohemia Region, Czech Republic (Lusticky, Novak & Svanda 2014) This shows that cooperation in planning, development, and implementation carried out between the stakeholders is an important factor in the success of tourism development at the national and regional levels.

Based on studies conducted by Malaysian scholars in the context of regional tourism, the participation of stakeholders in the tourism industry is very important because each state has a mission, goals, and strategies for tourist development that are constantly monitored and coordinated with national development goals to achieve regional standards. For example, through the East Coast Economic Master Plan (ECER), it is seen in the strategic aspect that natural resources and tourism activities must be preserved and ensure the sustainability of nature (Habibah Ahmad, Hamzah Jusoh, Musrifah Idris, Amriah Buang, Nur Amirah, Sri Winarni & Ahmad Nazrin 2013). Therefore, this paper aims to look at the role of stakeholders in tourism development in the ECER region. This is to ensure that ECER regional tourism destinations become a major focus at the international level.

Research Background

The study background area involves the East Coast Economic Region (ECER) located in the East Coast of Peninsular Malaysia and close to several countries such as Thailand, Indonesia, and the Philippines. The East Coast Economic Region (2008-2020) was formed through the Ninth Malaysia Plan (9MP) and under Malaysian law was gazetted on 25 February 2008 with the vision of "Becoming a Developed Region by 2020". The ECER area covers the states of Kelantan, Terengganu, Pahang and Mersing in Johor. It covers 67,742 km2 of the area of Peninsular Malaysia. While the application of the act used by the East Coast Regional Corporation Management is the East Coast Regional Development Act, 2008.
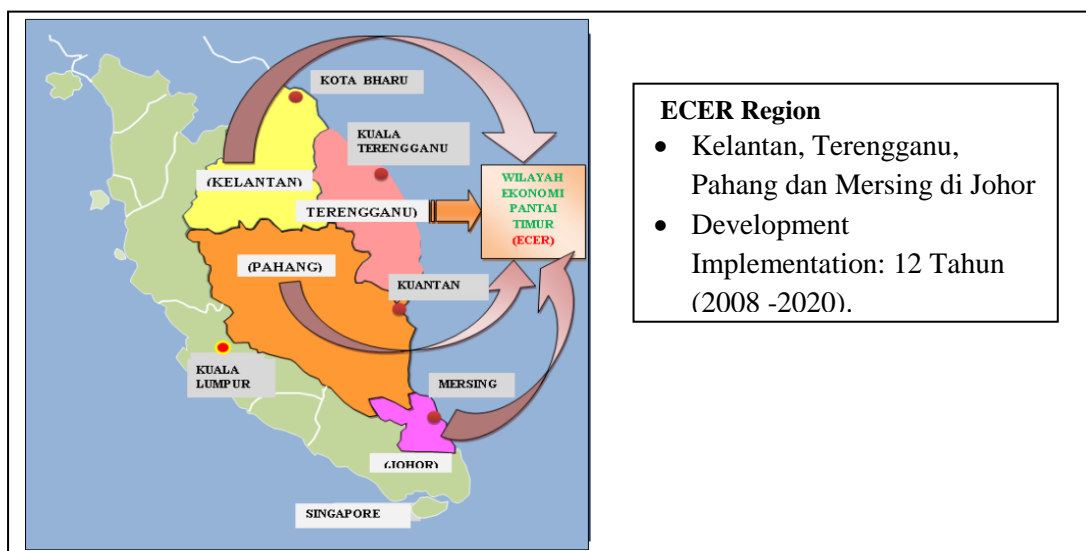

Figure 1: Study Area

Source: Adopted from Physical Plan 1, 2008

Methods

This study was conducted among stakeholders representing the states of Kelantan, Terengganu, and Pahang. In terms of data and analysis, this study uses primary and secondary data. Primary data were obtained based on the distribution of survey questionnaires and conducting interviews and face-to-face with respondents. The selection of respondents was using the method of Krejci & Morgan (1970). A total of 84 stakeholder respondents were selected in this study which consisted of the government sector, hotels and travel agencies (private), and associations (NGOs). These respondents also represent sub-sectors in terms of planning, management, development, and implementation of tourism. Meanwhile, secondary data is analyzed from government documents such as the East Coast Economic Region Master Plan, Kelantan, Terengganu, and Pahang State Structure Plans. The results of this study were analyzed through descriptive statistics, mean score differences to examine the level of stakeholder involvement in tourism development in the east coast economic region (ECER).

Results

The overall analysis found that stakeholders play an important role in planning, developing, and implementing tourism development in the ECER region. The effectiveness of the role of stakeholders can be seen through the achievements and forms of offerings offered to tourists.

Profile of stakeholders

Based on the study, a total of 84 respondents among the stakeholders have been successfully collected. In general, the stakeholders are comprised of professionals, namely officials from government bodies, private agencies, and NGOs. The results of the study found that more male respondents (66.3%) than females (33.7%). This indicates that male respondents represent more stakeholders than females. The analysis also shows that all respondents are married (92.7%) while single is (8.4%). In terms of race, the overall minority of respondents are Malays (86%) followed by Chinese (1.2%). 40.9%). The analysis also showed that none of the respondents were educated at the master's or PHD level, secondary school, primary, and no schooling. Overall, the highest level of education of the respondents was at the degree level (84.3%) compared to STPM/ Diploma (15.6%).In terms of employment, respondents showed that professional employment (92.7%) was the highest compared to self-employment (7.2%). In addition, the source of income of the respondents was analyzed in the form of Ringgit Malaysia (RM). Overall, respondents with income sources between RM 3,000-4,000 are the highest (55.4%), RM4,000-5,000 (12%) and the rest have income of RM1,001-3,000.

Role In planning

In this study, the role in planning tourism development is involved in the policy and core of national tourism and re -practiced at the state and regional levels. Tourism policy and core are guidelines in developing and implementing national tourism development planning strategies to be implemented by stakeholders. It was found that the role of stakeholders on

state and national tourism policies and cores that have been implemented at the state and regional levels showed the highest policy on tourism product development (33.7%) compared to tourism product promotion (22.9%), legal and security policy (10.8%) and facilities (9.6%). The views of stakeholders are:

"… .Carry out development planning in an integrated manner by the JPBD and encourage cooperation from various parties…." (Respondent 5)

"… ..Promoting the provision of tourism equipment and infrastructure to improve the quality of tourism in addition to tourist facilities…." (Respondent 8)

"… .Promoting promotion for every new and existing tourism product" (representing the Town Planning Department Kelantan state branch-Respondent 15)

"... Encourage the entry of tourists by providing various tourism events and activities (representing the Kelantan State branch of the Tourism Information Center- Respondent 19).

"... Creating various programs such as homestays to provide exposure on the role of the community to attract tourists, especially to the state of Terengganu (Ministry of Tourism, Arts and Culture Kelantan branch-Respondent 27).

Table 1: The policy and core of tourism development in the ECER region

Policy and Core Components of tourism	Stakeholders n	Percent	Suggestion
Tourism product development	36	43.37%	• Creating a tourism product theme (R10) • Introduce tourism development (R12) • Promote various tourism product guidelines (R19) • New tourism development policy (R25)
Promotion of tourism products	19	32.9%	• Promoting tourism and art products (R2) • Promoting regional tourism products (R14) • Promoting the uniqueness of culture in Malaysia (R16) • Promoting the image of the state (R33)
Programs and activities	11	13.3%	• Encourage the launch of MYFEST (R15) • Creating tourism courses and programs (R18) • Promoting various tourism campaigns (R29) • Promote MYFEST of the state (R38) • Launched local awareness and motivation program (R48)

Legislation and security	9	10.8%	• Against the legislation by travel agencies (R20) • Promoting safety and tourist guides (R21) • Keeping tourists comfortable (R28) • Systematic tourist management (R37)
Facilities development	8	9.6%	• Infrastructure development (R4) • Tourism infrastructure development (R6) • Basic facilities to be developed (R13) • Upgrading potential tourist areas (R53) • Provide efficient basic facilities (R59

84 respondents of Stakeholders (100%)

Culture and tourism product din ECER

MYFEST programme in ECER

Figure 2: Tourism of program planning in ECER region

Role in Development

The role in developing involves the empowerment of infrastructure facilities and services, encouraging community involvement, promoting the tourist experience, and improving the quality of the environment. The Overall results of the study found that the difference was not very significant. However, the infrastructure facilities were selected because they recorded the highest mean value compared to other key elements of tourism development. However, each stakeholder carries out different tourism development strategies in promoting tourism by the state in the ECER region. This causes a different experience situation among tourists visiting Kelantan, Terengganu, and Pahang in the ECER region

Table 2: Tourism of development in the ECER region

Element of development	Kelantan		Terengganu		Pahang		Total	
	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank
Infrastructure & services	4.58	high	4.70	high	4.60	high	4.63	high
Community involvement	4.77	high	4.52	high	4.58	high	4.61	high
Tourist experience	4.64	high	4.60	high	4.57	high	4.67	high
Environment quality	4.44	high	4.63	high	4.80	high	4.64	high
Total	**4.45**	**High**	**4.31**	**High**	**4.22**	**High**	**4.63**	**High**

84 respondents of Stakeholders (100%)

Mean Rank: 1.00-2.32 (Low), 2.33-3.63 (Medium), 3.64-5.00 (High)

Table 3 (Attachment 1) shows the actions of stakeholders on the empowerment of services and infrastructure by the state in the ECER Region. Based on the findings of the study on services and infrastructure as a whole is high for the three states where the state of Pahang provides the highest provision of infrastructure facilities and services which is a mean of 4.77 with a standard deviation of .21224 compared to Kelantan and Terengganu. Based on the element of empowerment of infrastructure facilities and services found that the sub-items on food, cuisine, and services are the highest in the three states in the ECER Region with an overall mean value of 4.85, the standard deviation of .35381. Meanwhile, by state, the mean value is 5.00 in Kelantan, 4.84 in Terengganu, and 4.80 in Pahang. This shows that the stakeholders between the states are very concerned about the provision of food services to tourists visiting the ECER provincial states. For example, there was an increase in the number of hotels and rooms from 530 hotels in 2008 to 817 hotels in 2014 in the ECER region. While the total number of rooms increased from 33,024 thousand rooms in 2008, 34,824 thousand rooms, 2010 to 45,906 thousand rooms in 2014. For example, Pahang has 28,752 rooms, followed by Terengganu with 11,205 rooms and 5,949 rooms in Kelantan. Apart from that, the stakeholders also provide hotel and homestay budgets, for example in Kelantan, there are 34 hotel budgets, 37 in Terengganu, and 39 in Pahang. Therefore, it is the responsibility of the stakeholders in providing quality and satisfactory infrastructure facilities and services to tourists.

Figure 3: Infrastructure & Services

Role in the Implementation Development

The results show the role of stakeholders in implementing tourism development in the ECER region. The findings of the overall analysis found that there is the role of stakeholders in carrying out the implementation of tourism is high with an average mean of 4.63. While the state of Terengganu recorded the highest mean of 4.67 compared to Pahang with a mean of 4.60 and Kelantan with a mean of 4.56 as detailed in Table 4 (Attachment 2). This can be evidenced by the involvement of stakeholders, based on the Tenth Malaysia Plan (2011-2015), a total of 14.1 billion has been allocated to the ECER with 31 projects have been implemented. for example, the state of Pahang received an allocation of 44,782,500 million with 34 tourism development projects while Terengganu with 32,800 million and 31 development projects including development projects in Tasik Kenyir, Taman Laut, and the development of Taman Puncak panorama Bukit Apil. As a result of foreign tourist arrivals, Pahang achieved the highest tourist arrivals compared to Kelantan and Terengganu, namely, 3,670, 428 million people to 3,107,088 million people to 2,317,011 million people in 2014. Followed by Terengganu with 142,076 thousand people in 2008 increased to 132, 255 thousand people in 2010 followed by 165,649 thousand people in 2014.

Analysis by sub-item found that there are five main things for the role of stakeholders in improving the regional tourism industry, namely strengthening political stability with the

highest mean of 4.90. Then followed by encouraging the entry of tourists mean 4.81, cooperation between stakeholders mean 4.80, supporting the form of tourism development programs and projects mean 4.73 and cooperation in promoting tourism activities and products mean 4.62. for example, stakeholders have offered various activities to attract tourists to the ECER region such as mega sales carnivals and community open house activities, Ashura ceremonies and birthday celebrations, Color Image festival, treasure month, recreational activities, international and national sports e.g. Wau Festival International in Kelantan, Batu Buruk Festival, Traditional Food Festival, Pelita Festival, and Art and Heritage Festival in Terengganu and Anak Gamelan Dance in Pahang.

Discussion

Discussion of the findings of the study has highlighted the involvement of stakeholders in planning, developing, and implementing tourism development in the ECER region. The involvement of stakeholders is essential to implement government programs in carrying out the regional tourism development process in ECER. This is because stakeholders have a high influence among the communities in the ECER region. The involvement of the government also functions responsibly in determining regional development policies and legislation while the private sector and NGOs provide support to government planning in the ECER region. As such, equality, contradiction, and integration approaches have been implemented by stakeholders in carrying out ECER regional tourism development. The regional tourism development approach strategy is in line with the development scenario carried out in developing countries around the 1980s (Thiele & Beaumont 2010; Dredge & Lohmann 2015).

Meanwhile, a study of differences in stakeholder involvement on the elements of planning, development, and implementation by the state was analyzed to see the effect between the sub-items in the study. With it, the involvement of stakeholders in planning, developing, and implementing regional tourism development will provide space for tourism development in the ECER region. This is due to the involvement of stakeholders not only among the government but also from various parties such as the private sector, NGOs, and the community as well as supporting any actions and policies for regional tourism development from the government. Macro and micro studies on the ECER region which provide development planning, promote tourism activities, and promote tourism products prove that the government takes the quality of tourism in the ECER region seriously. The cooperation among the stakeholders will affect domestic and international tourists, especially in terms of movement, destination image, and satisfaction of domestic and international tourists.

Conclusion

As a result of the involvement of stakeholders who play a role in planning, developing, and implementing various tourism development projects in the ECER region has succeeded in attracting tourists from within and outside the country. In addition, the role of stakeholders in tourism promotion, tourism activities, image promotion, service empowerment, and infrastructure is the potential to bring about significant changes in the tourism scenario. Compared to previous studies, the approach of tourism development by the state in the

context of this region is less focused as most of the studies are focused on shopping destinations, tourist perceptions, tourism demand, and destination image. Therefore, there is a competition where studies show that each state has almost the same tourism assets and products. In fact, there is an imbalance and incompatibility of stakeholders between states in conducting tourism development in the context of one region. This explains most of the concepts promoted by stakeholders are based on demand and tourism products by state and not in one region. Therefore, this situation has given rise to conflict and doubts in terms of the effectiveness of the concept of regional tourism that researchers and stakeholders try to highlight even in the early stages of tourism approach in the ECER region is appropriate to the relevance of national development and based state tourism products in the territories involved. The comprehensive development of this tourism cluster will have a positive impact on efforts to eradicate poverty as well as create development based on aspects of sustainable tourism development that will contribute to the conservation of natural resources and efforts to enrich culture and traditional arts in the region in line with national goals as a nation forward by 2020.

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(Attachment 1)Table 1: Empowerment of Infrastructure and Services

Sub Item of Infrastructure & Services	Mean		Kelantan		Terengganu		Pahang	
	Mean SD	Rank	Mean SD	Rank	Mean SD	Rank	Mean SD	Rank
Hotel and Accommodation Services	4.85 .35381	High	4.92 .27689	High	4.92 .20000	High	4.72 .45826	High
Food, Cook & Restaurant	4.85 .35381	High	5.00 .00000	High	4.84 .37417		4.80 .40825	High
Souvenirs	4.73 .49594	High	4.96 .20000	High	4.84 .37417		4.56 .50662	High
Security Services	4.74 .43738	High	4.76 .43589	High	4.80 .40825		4.72 .45826	High
Tourist Guard	4.46 .54855	High	4.48 .65320	High	4.52 .50990		4.48 .50990	High
Bangking Service & Medicine	4.72 .45029	High	4.56 .50662	High	4.68 .47610		5.00 .00000	High
Basic facilities at attraction tourist.	4.81 .38713	High	4.80 .65320	High	4.76 .43589		4.88 .33166	High
Technology Information Centre	4.61 .48968	High	4.56 .50662	High	4.56 .50662		4.76 .43589	High
Transportation & Communication System	4.71 .45613	High	4.76 .43589	High	4.48 .50990		4.92 .27689	High
Bus Station & Taxi Strategic Location	4.73 .44405	High	4.88 .33166	High	4.76 .43589		4.76 .43589	High
Total Mean	**4.69**	**High**	**4.72**	**High**	**4.65**	**High**	**4.77**	**High**

.22800	.21752	.22824	.21224

84 respondents of Stakeholders (100%)

Mean Rank: 1.00-2.32 (Low), 2.33-3.63 (Medium), 3.64-5.00 (High)

(Attachment 1) Table 2: Pelaksanaan pembangunan pelancongan oleh pihak

Sub Item Tourism Development	Mean		Kelantan		Terengganu		Pahang	
	Mean SD	Rank	Mean SD	Rank	Mean SD	Rank	Mean SD	Rank
Provide tourism development planning.	4.56 .54533	High	4.60 .67735	High	4.56 .50662	High	4.40 .57735	High
Support the form of tourism development programs and projects.	4.73 .47071	High	4.72 .54160	High	4.64 .48990	High	4.84 .37417	High
Introducing new tourism guidelines.	4.38 .55943	High	4.28 .61373	High	4.64 .48990	High	4.40 .57735	High
Introduce a systematic tourism management system	4.49 .54936	High	4.28 .61375	High	4.52 .50990	High	4.48 .58595	High
Adopt national tourism policy at the state level.	4.53 .61162	High	4.36 .70000	High	4.60 .57735	High	4.56 .58310	High
Cooperation between stakeholders.	4.80 .39687	High	4.76 .43589	High	4.84 .36417	High	4.80 .40825	High
Collaborate in training programs and tourism activities	4.46 .52585	High	4.40 .50000	High	4.60 .50000	High	4.36 .56862	High
Collaborate in promoting tourism activities and products	4.62 .48667	High	4.48 .50990	High	4.76 .43589	High	4.60 .50000	High
Encourage the entry of tourists	4.81 .38713	High	4.80 .40825	High	4.88 .33166	High	4.76 .43589	High
Strengthen political stability	4.90 .29691	High	4.88 .33166	High	5.00 .00000	High	4.88 .33166	High
Total Mean	**4.63 .33651**	**High**	**4.56 .35557**	**High**	**4.67 .30589**	**High**	**4.60 .35698**	**High**

stakeholders

84 respondents of Stakeholders (100%)

Mean Rank: 1.00-2.32 (Low), 2.33-3.63 (Medium), 3.64-5.00 (High)