

Tourist Satisfaction in Malaysia

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Abstract

The tourism industry is among the most important industries capable of stimulating economic growth. In Malaysia, in 2008 alone, tourist arrivals to this country had generated national income of RM49.6 billion. This study was conducted to see whether travelers are satisfied with their visit to the country and also to highlight factors that contribute to tourist satisfaction. The results showed that the overall tourist satisfaction with their visit to the country gave the mean score of 3.74. Among factors that attracted tourist to visit the country are beautiful scenery, customs and culture, hospitality of the service providers, the quality of food and the friendliness of the locals. Continuous efforts are recommended to improve the satisfaction of the tourists because of its impact on their attitudes to revisit this country.

Keywords: tourism, satisfaction, Malaysia

Introduction

According to the World Travel and Tourism Council (2009), the tourism industry has managed to generate a gross income of U.S. \$ 3.5 trillion which is expected to increase to U.S. \$ 7.0 trillion by 2011. With the estimation of one billion tourists will be travelling around the world by the year 2010, the tourism industry is becoming a key driver of socioeconomic progress, thus contributing to the economic growth of developing countries including Malaysia. In Malaysia, tourism is the second largest industry after the manufacturing sector that contributes to economic growth. In 2008, records showed that a total of 22.5 million tourists came to travel in the country, generating a national income of RM49.6 billion (Ministry of Tourism, 2009).

With the impact contributed by the the tourism industry to Malaysia's economy, Tourism Malaysia, which is the primary agency of Malaysia's tourism has aggressively promoted Malaysia as a tourist destination with a number of promotional and marketing strategies. For example, at the international level, the theme 'Malaysia Truly Asia' continues to be the slogan for all types of advertising. To develop the untapped potential and promote tourism in the state, 'Zoom Malaysia' was promoted aggressively across the country from early 2008. The campaign later expanded to Singapore. At the same time, Tourism Malaysia continues to promote the product niche, especially with elements that include eco-tourism and adventure sports to the long-haul travelers. For meetings, incentives, conferences and exhibitions (MICE), the establishment of MyCEB aims to raise awareness and give an injection of MICE facilities and services in Malaysia. The sector continues to be given special attention by Tourism Malaysia (Tourism Malaysia, 2009).

Promoting through such events would certainly be meaningless if they do not cater to the taste of tourists or contribute to the fulfillment of their journey. Various studies have shown that tourists who are satisfied with their visit will come back or recommend it to others.

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