



UNIVERSITI  
MALAYSIA  
KELANTAN

# **THE FACTORS INFLUENCING THE TOURISM DEVELOPMENT IN GENTING HIGHLAND**

**By**

**NURUL AWANIS UWEISHAH BINTI MAT NOOR**

**H20A1667**

**NURUL ATHIRAH BINTI AZMAN**

**H20A1661**

**NURUL AYU WAHIDAH BINTI HANIFAH**

**H20A1668**

**NURUL ARISYA BINTI MOHAMAD ALI**

**H20A1659**

**Bachelor of Entrepreneurship (Tourism)**

A report submitted in partial fulfilment of the

requirements for the degree of

**Bachelor of Entrepreneurship (Tourism)**

**Faculty of Hospitality, Tourism and Wellness**

**UNIVERSITI MALAYSIA KELANTAN**

2022

## APPENDIX B: DECLARATION

### DECLARATION

I hereby certify that the work embodied in this is the result of the original Research and has not been submitted for a higher degree to any other University or Institution

OPEN ACCESS

I agree that my report is to be made immediately available as hardcopy or online open access (full-text)

CONFIDENTIAL

(Contains confidential information under the Official Secret Act 1972)

RESTRICTED

(Contains restricted information as specified by the organization where research was done)\*

I acknowledge that Universiti Malaysia Kelantan reserves as follow.

The report is the property of Universiti Malaysian Kelantan

The library of Universiti Malaysia Kelantan has the right to make copies for the purpose of research only

The library has the right to make copies of the report for academic exchange

Certified by

---

Signature

Signature of Supervisor

## ACKNOWLEDGMENT

First of all, we would like to thank the Almighty God, Allah SWT for giving us strength to finish this research. Next to our supervisor Miss Zaimatul Binti Awang who always provides us with advice, guides and encourages us from beginning to highest peak until this research is completed. Without her guided this research will not be completed as well.

We also dedicate a deep sense of gratitude to University Malaysia Kelantan especially to the Faculty of Hospitality, Tourism and Wellness (FHPK) for giving us a chance and a precious time to complete this research and opportunity to prepare the project. Not only that, a special thanks to each of our group members that has always given a cooperation and commitment in completing this research proposal.

Last but not least, our beloved family members who are greatly indebted support this research proposal with love and encouragement until the last stage.

UNIVERSITI  
MALAYSIA  
KELANTAN

## **ABSTRACT**

The purpose of this research is to examine the relationship of facilities, safety and security, and services to the development of tourism in Genting Highland. The main objective of this research is to investigate the factors that affect the development of tourists in Genting Highland. It has been found that culture is the main factor influencing travel intention among youth in Penang. Quantitative studies involving the factors of convenience, safety, and security as well as hospitality will be used in our research. We will also use the questionnaire to get answers from respondents regarding the factors listed in the question. The data collected was analysed using the Statistical Package for Social Science (SPSS) version 26.0. SPSS Statistical handles the entire statistical analysis process, such as planning, data collection, analysis, and reporting, to help make better decisions and improve performance. Through this, the study can achieve the objective of the researcher regarding the development of tourism in Genting Highland.

Keyword: Genting Highland, tourism development, facility, service, safety and security

UNIVERSITI  
MALAYSIA  
KELANTAN

## TABLE OF CONTENT

<b>TABLE OF CONTENT</b>	<b>PAGE</b>
Acknowledgment	1
Abstract	2
Table of Content	3-4
List of Table	5
List of Figure	5
<b>CHAPTER 1 : INTRODUCTION</b>	
1.1 Introduction	6
1.2 Background Of Study	7
1.3 Problem Statement	8-9
1.4 Research Objective	9
1.5 Research Questions	10
1.6 Significance Of The Study	10-11
1.7 Definition Of Terms	11-12
1.8 Summary	12
<b>CHAPTER 2 : LITERATURE REVIEW</b>	
2.1 Introduction	13
2.2 Literature Review	14-21
2.3 Hypothesis	22-23
2.4 Conceptual Framework	23
2.5 Summary	24-25
<b>CHAPTER 3 : METHODOLOGY</b>	
3.1 Introduction	26
3.2 Research Design	26-27
3.3 Population	27-28
3.4 Sample Size	28-29
3.5 Sampling Method	30-31
3.6 Plan For Data Collection Procedure	31-32

3.7 Reaearch Instrument	32-33
3.8 Plan For Data Analysis	34-35
3.9 Summary	36
<b>CHAPTER 4 : RESULT AND DISCUSSION</b>	
4.1 Introduction	37
4.2 Result of Descriptive Analysis	37-46
4.3 Result of Realibility Test	47-49
4.4 Result of Pearson Correlation Coefficient Analysis	49-53
4.5 Discussion Based on Research Objective	54
4.6 Summary	55
<b>CHAPTER 5 : METHODOLOGY</b>	
5.1 Introduction	56
5.2 Recapitulation Of Findings	56-60
5.3 Limitation	60-61
5.4 Recommendation	61-63
5.0 Summary	63
Reference	64-65

## LIST OF TABLE

<b>TABLE</b>	<b>CONTENT</b>	<b>PAGE</b>
Table 1	Determining Sample Size for a Finite Population	29
Table 4.2.1	Descriptive Statistic of Facilities	38
Table 4.2.2	Descriptive statistics of Service	41-42
Table 4.2.3	Descriptive statistics of Safety & Security	43
Table 4.2.4	Descriptive Statistic of Development	44
Table 4.3.1	Rules of Thumb of Cronbach's Alpha coefficient size	47
Table 4.3.2	Result of Reliability Coefficient Alpha for the Independent Variable and Dependent Variable	48
Table 4.4.1	Coefficient Correlation and Strength of Relationship	50
Table 4.4.2	Correlation Analysis for Hypothesis 1	51
Table 4.4.3	Correlation Analysis for Hypothesis 2	52
Table 4.4.4	Correlation Analysis for Hypothesis 3	53
Table 4.5.1	Shows the summary for hypothesis testing in this study	54
Table 5.2.1	Research Objective 1 & Research Question 1	57
Table 5.2.2	Research Objective 2 & Research Question 2	58
Table 5.2.3	Research Objective 3 & Research Question 3	59

## LIST OF FIGURE

<b>FIGURE</b>	<b>CONTENT</b>	<b>PAGE</b>
Figure 1	Conceptual Framework	23

# CHAPTER 1

## INTRODUCTION

### 1.1 INTRODUCTION

The factors that may be impacted by the tourism growth, which is the subject of the article we're seeking for, will be identified in chapter 1. We can discover more about the tourism in that area thanks to this survey. The leisure and travel sectors, which include the subsectors of lodging, retail, tourism services like ecotourism and cruise tourism, and other activities like spa and wellness, gastronomy, as well as domestic and international travel, can sometimes be referred to as "tourism." (PEMANDU,2013). This phrase allows us to understand Genting Highland's history. Following updates and the addition of new amenities, Genting Highlands intends to reopen in 2020. Beginning in the middle of 2021, Genting Highlands will welcome tourists. Although COVID-19 affects all countries, there is a minor problem because it only affects Malaysians (Genting Berhad, 2020). We also examine the issue that may impact Highland's tourism growth following COVID-19. The relationship between tourism development and research goals like amenities, safety, and security is then understood. In fact, we are hoping that the analysis would help us find a solution. As a result, this word or set of words in this chapter has a unique meaning. The purpose of the study is to evaluate the effects of the public disclosure of COVID-19. The main objective of this study is to ascertain the impact of COVID-19 on Genting Highland.



## 1.2 BACKGROUND OF STUDY

The coronavirus disease 2019 (COVID-19) is a new pandemic that spreads primarily through contact with an infected person when they cough or sneeze. The outbreak of COVID 19 is starting in China then spreading to worldwide that contributes to large number of deaths (40,598 deaths, 1st April 2020). The COVID 19 is a disease causes respiratory illness with symptoms such as a cough, fever, and in more severe cases, difficulty breathing. To preventing spreading of this pandemic, many countries implementing lockdown procedure to stopping the chain of infection for this new disease. The government-ordered lockdowns have disrupted life for billions and in the same time creates economic collapse scenario. The country with the most COVID-19 infections reported a record surge in unemployment. Therefore, this research calculates the effect of COVID 19 to tourism industry in Genting Highland. This study evaluated the impact using supply and demand curve to detect the changes in tourism industry especially the development in Genting Highland.

The purpose of this study is to identify the development in Genting Highland after COVID 19. Sustainable Tourism from a tourist's perception point of view, since a greater use of this type of tourism could help the revival of the tourism industry in Genting Highland. In this sense, and considering the guidelines of the World Health Organization (WHO), the different governments in all countries recommend avoiding large concentrations of people which favours the development of this type of tourism.

### 1.3 PROBLEM STATEMENT

Covid-19 pandemic stand for Coronavirus (COVID-19). It is a contagious disease that is spread through infected individuals' saliva or anything out from their nose when he/she sneezes, spit, or cough (WHO, 2020). Therefore, many governments in the world including the Malaysian government issue restricted orders to all games, hospitality, and entertainment businesses to close all of their operations or else, run at minimal capacity, to avoid public congestion (gaming business, 2020). Genting highland is facing a critical financial situation caused by the spread of Covid-19. Various recreational and gambling places and hotels have to be closed, which results in a huge loss to the tourist centre. Problem statement that has been faced in Genting Highlands impact of Covid-19 is financial. This has given adverse impact on Genting Highland's monthly income due to the temporary closure of its business in Malaysia and the United Kingdom, in addition, the company's operation at reduced capacity due to complying with the respective government's instructions amid the Covid-19 outbreak. Pandemic has had an impact on this recreation centre. Based on an international newspaper report The Star has reported that the group's revenue plunged 68.13% to RM623.35 million due to lower income from the leisure and hospitality business in Malaysia, the UK, Egypt, the United States and the Bahamas (TheStar,2020). The impact on Genting Malaysia's earnings was mitigated by reductions in operating expenses, payroll and related cost savings from lower headcount.

The next, problem statement that Genting Highland has to face due to the impact of covid-19 is the closure of some of the largest facilities in Genting Highlands, including theme park facilities and gambling centres. As you all know, Genting Highlands has the largest theme park

and casino centre in Southeast Asia (Charles,2020). Due to the impact of covid-19, some casinos and theme park games had to stop operating in accordance with government control orders to curb the spread of infectious diseases. This has affected Genting Highland bhd because the theme of casino and park is the main attraction in attracting foreign tourists to come to Genting Highland. (The Star,2021)

Finally, the problem statement that Genting Highlands must face is in terms of health safety compliance issued by the government. (Latif,2020) As the park will be operating at a limited capacity below 20,000 visitor capacity/day due to social distancing requirements, the park will be operating at a high loss, in addition most of the facilities and games provided in Genting Highland are contact activities and the rugged ones have made it even more difficult. For visitors to enjoy the fun provided. therefore, this has resulted in the attraction to the highlands has decreased because the visitors have to comply with the health safety regulations that have been set.

#### **1.4 RESEARCH OBJECTIVE**

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

1. To determine the relationship between facility and tourism 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.

## **1.5 RESEARCH QUESTIONS**

In this study, there are three aspects studied from the impact of Covid-19 on development in Genting Highland.

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?

## **1.6 SIGNIFICANCE OF THE STUDY**

The purpose of this study is to provide relevant data and knowledge about the subject matter from respondents, current research or thesis, and related websites to fulfil the expected interest of the following people:

### **1.6.1 Researchers**

This study will assist researchers in determining the impact of Covid-19 on development in Genting Highland. 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. They will undoubtedly need this research as their primary source of illumination for their future studies. Although the scope of

this study is limited to Genting Highland, it can be a reference for future academics researching the travel and tourism sector or other areas.

### **1.6.2 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.

### **1.6.3 Government**

This study also helps the government restore development by promoting Genting Highland to increase revenue because it is dominant to the Malaysian economy. Therefore, Genting Berhad can improve the quality of places and services to attract and retain new or existing tourists by understanding the elements that will affect tourist loyalty. Then, raise their profit margins. ‘

## **1.7 DEFINITION OF TERMS**

### **1.7.1 Tourism**

Transportation, lodging, eating and drinking places, retail stores, entertainment businesses, and other hospitality services are all part of the tourism industry. Tourism is a collection of activities, services, and industries that create a vacation experience. The total of all the occurrences and connections resulting from interactions between tourists, business suppliers, host governments, and host communities during the process of luring and hosting these tourists and other visitors’ (Mcintosh and Goeldner,1990).

### **1.7.2 Service**

A service is a single activity, or a set of related activities, that are more or less intangible and typically, but not always, include interactions between customers and service personnel, systems, and/or the service provider. Hotels and other accommodation facilities, businesses offering personal services, repair and amusement services, educational institutions, membership organizations, and other organizations that primarily provide a wide range of services for persons are also covered. (Gronroos. C, 1984).

### **1.8 SUMMARY**

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.

## CHAPTER 2

### 2.1 INTRODUCTION

In this chapter, we'll examine the elements that influence consumer satisfaction in the tourist business, which is the topic of the article we're looking for. With this survey, we may learn about tourist satisfaction with a location in terms of facility, scenery, safety and security, service and other factors. We can use this strategy to see if it affects other tourists' ability to travel to the Genting Highland. We also look at the level of service provided to tourists, such as transportation, infrastructure, room service, meal service and health care services, among other things. Following that, we predicted to determine the value of the relationship between validation, safety perception, service quality, satisfaction, trust, privacy and the effectiveness of the place to attract more people after performing this survey. Indeed, if the hypothesis relationship can be established, the effectiveness of the level of tourist satisfaction with the tourist attraction will be demonstrated. As a result, it is able to persuade additional tourists to visit the location. Apart from that, travellers who are pleased with a tourist attraction can help it become well-known, particularly on social media, because we live in an age of technology, and people will learn about the attraction primarily through social media. A tourist destination can fulfil their business goal of attracting tourists to travel to Genting Highland with an adequate payment rate by increasing tourist satisfaction.



## **2.2 LITERATURE REVIEW**

### **2.2.1 TOURISM DEVELOPMENT**

The process of increasing, developing, and encouraging tourism for a destination is known as tourism development. To produce money and subsequently raise a nation's GDP is the primary motivation for designing tourism strategies and their planning and implementation (Pearce, 2021). Every state in Malaysia provides a variety of distinctive tourism goods that help Malaysia generate cash. Genting Highlands is one of the tourist sites that helped the nation's economy. To escape the heat, many people take a quick weekend getaway to Genting Highlands. The outdoor theme park used to be the main family activity in Genting Highland. It provides visitors with a wide range of leisure activities in a cool atmosphere on the mountain slopes. Additionally, visitors could ride more than 50 different kinds of rides, including trains, vehicles, and ships that soar through the air, plunge through water channels, or creep gently along a steel track. At the theme park in Genting Highlands, visitors may ride around on paddle boats while taking in views of the vibrant surroundings. 2013 saw the development of Resort World Genting's (RWG) hotels, theme park, and infrastructure. However, RWG plans to reopen Resort World Genting in 2022 and anticipates 30 million visitors. The reopening of the border gates, which began today, and the expectation that the population will reach its pre-pandemic level of 30 million people by the end of this year give RWG reason for optimism regarding the theme park and family attraction unit's commercial prospects. (MATTA, 2022) The reopened border has aided Malaysian and Genting Highlands development.



Tourism that is sustainable considers all of its past, present, and future economic, social, and environmental effects, as well as the demands of guests, the industry, the environment, and host communities on an annual basis (Wahl, Lee & Jamal, 2020). Annually, Malaysia's tourism industry serves a sizable number of both domestic and foreign tourists (Wahl, Lee & Jamal, 2020). Although not all hill towns will benefit financially, the financial potential of mountain tourism is clear: in many mountainous regions of the world, people have few options to earn money (Janowski, Gardiner & Kwek, 2021). Genting Highlands is a 1,800-meter-high integrated resort complex in Pahang that includes hotels, casinos, shopping centres, and the newest Sky worlds Theme Park. Genting is a well-liked weekend getaway from Kuala Lumpur and is located 35 kilometres from the Selangor border. It is connected to KL by motorways, roads, and a cable car system called the Awana Skyway. The top provides visitors with a beautiful perspective of the lush, rainforest-covered valleys that stretch into KL on clear days while they take in the cool mountain air and peaceful surroundings. Numerous tourism locations, such as rural villages, culinary hotspots, homestay retreats, natural destinations, and more are also found in the surrounding valley of Genting. However, we also understand that there are a variety of other considerations that go into location decisions, with cost playing a significant role, particularly given the present economic climate. Genting Highland is likewise a hill destination with a strategic location for tourism, yet no one anticipated that a theme park could be constructed on top of a mountain. Because of this, Genting Highland grows quickly year after year and its tourism industry is more stable.

The expansion and preservation of the tourism sector in a specific area are referred to as tourism development. Planning for tourism is, of course, a crucial component of this. In their research, researchers often cite Pearce (1989), who describes a strategy that aims to maximise the potential contribution of tourism to human welfare and environmental quality in order to have an impact on tourism development. Creating strategies and plans to increase, develop, and stimulate tourism for a destination may be summed up as tourism development.

### **2.2.2 FACILITY**

A facility is defined as something (such as a hospital) that is constructed, set up, or developed to fulfil a specific function. An establishment that offers accommodations for vacationers or recreational activities is referred to as a “tourist facility,” which can also refer to a boat shed, boat landing facilities, campground, caravan park, vacation cabins, hotel, houseboat, marina, motel, playground, refreshment room, water sport facilities, or a club that is used in conjunction with any of these activities. In addition to a cable car that transports visitors to their theme park, Genting Highland also offers facilities for tourists, particularly hotels. The amenities offered support Genting Highlands development. In order to develop the tourism and recreation sector, one can use tourist facilities like airports, high-speed rail stations, railway stations, mass rapid transit or light rail stations, cruise terminals, tourist hotels, theme parks, restaurants, and souvenir shops (H. Z. Huang, 2018). These facilities also represent the most realistic manifestation of the tourism industry in terms of land use (J. Y. Lin, 2004). However, there are several environmental limitations, high infrastructure expenditures, and an inability to relocate that frequently

place restrictions on tourism facilities (such as tourist hotels and theme parks) (B. C. Chen, 2002). Building tourism facilities that take advantage of the geographic advantages offered by pertinent regional public infrastructure is more advantageous and enables international visitors to explore the area. Thus, based on the idea of sustainable tourism (Chi et al., 2005; Ramasamy, 1994), the implementation of long-term and high-tech environmental planning in confined spaces can increase the satisfaction of locals and foreign visitors and serve as a guide for the placement of facilities in the development of the tourism industry.

The availability of transportation services is a key factor in drawing tourists to Genting Highland. For example, a bus is available to take visitors to Genting Highland, and a cable car will also be available to convey all visitors to the theme park up to the mountain. Transportation systems including roads, buses, trains, and airport facilities are available to help people get where they're going. Additionally, there is a parking area available for visitors to park their cars in. The length of a visitor's stay or the quality of their stay is largely influenced by tourism amenities like lodging options and hotel rooms. We can observe that Genting Highland also offers lodging options like the hotels at Resort World Genting (RWG). Their theme park is split into two sections: indoor and outdoor. One of the crown jewels of the Genting Highlands is the Outdoor Theme Park, which offers thrilling rides and magnificent water slides. There are several areas here that are ideal for the whole family, including some moderate rides for younger kids as well as some exhilarating roller coasters for adults. The Indoor Theme Park & Video Games Park, which is home to some of the key sights in the area, is one of the top attractions in the Genting Highlands. There are a tonne of thrilling attractions including museums and an exhilarating

climbing wall among them. This is an excellent spot to come with small children, especially on a rainy day in the Genting Highlands, as you can try various sports like indoor skydiving and play video games in the arcades.

The book *Facilities* by H. Z. Huang (2018) will be the focus of our investigation because it defines facilities and provides relevant instances. Accommodations, hotels, restaurants, and other amenities are included in tourist facilities. These scholars provided the study with such information. In this study, researchers are looking the relationship facility between the tourism development in Genting Highland.

### **2.2.3 SAFETY AND SECURITY**

Idso and Jakobsen (2000, referenced by Albrechtsen 2003) from the Norwegian University of Technology and Science describe safety as the protection against accidental incidents, and security as the protection from situations where people act deliberately. Security entails defending entities and individuals against risk and dangers ( Albrechtsen, 2003). The majority of tourists who travel to foreign tourist locations have significant concerns about safety and security, which have dominated study designs in recent decades (Spencer and Tarlow, 2021; Wang et al., 2019) and may influence their travel choices. Following the lockdown in many nations, recent statistics from the UN World Tourism Organization (UNWTO, 2020) showed a 22% reduction in arrivals in the first three months of the year 2020. The safety and security of their employees and guests are always their top objectives, and Genting Highland is now open as of June 2021, therefore they work hard to keep them safe. We have proactively put into place strict health and safety

precautions at the group level in response to the COVID-19 pandemic, in accordance with governmental regulations and international best practices. The SOPs and regulatory directives published on the COVID-19 control measures must be rigorously followed by all employees and guests at our workplace. Workplaces at Genting Highland are regularly sanitized.

The significance of tourism to the region is the focus of "Tourism Safety and Security." An essential component in the growth of safety and security in the area is the broad range of influences on tourism safety. Safety has a significant role in terms of the quality of tourism. The most crucial aspect of every tourism industry is the protection and safety of visitors. A tourist goes on a trip to restore his or her energy, find everlasting calm and tranquilly, and go on an adventure in a secure setting. Thermal scanners have also been installed at Resorts World Genting so that they can monitor everyone's body temperature. However, since safety is Resorts World Genting's first priority, theme parks must follow a specific protocol so they can track visitors. Before allowing them to blend in with the rest of Genting, the personnel at Resorts World Genting had to go through a highly rigorous onboarding process. Depending on their health risks, they had to undergo temperature checks, COVID-19 swabs, or antibody tests. You may be sure that you and your loved ones are safe because all of these things took place during the time that the Movement Control Order was in effect.

According to researchers Kovari and Zimányi (2010), who we cite in this study, safety and security are invariably essential components of the economy and tourism. This study therefore views national security as an interaction term that influences the relationship between tourism development. This is because safety and security are important, but they are more concentrated on the scope of tourism. Every tourist place we visit needs to have sufficient security in order to guarantee that visitors are always safe. In this study, researchers want to investigate the relationship between safety and security toward the tourism development in Genting Highland.

#### **2.2.4 SERVICE**

A service is an action or benefit that one person can provide to another that is fundamentally intangible and does not lead to the ownership of something, according to Kotler and Armstrong (2019). Its creation may or may not be connected to a tangible good. Services include things like accounting, banking, cleaning, consulting, education, insurance, knowledge, medical care, and transportation. Services are also intangible objects. Services are experienced rather than consumed; they deal with processes rather than things. The hotel business is the kind of service that is more common in Genting Highlands and can promote development. All guests are cordially welcomed by the GEO Resort & Hotel's great service and helpful personnel. Diners will be taken on a voyage through Asian and Western gastronomic traditions at the Geo Resort & Hotel, which offers the height of comfort and breath-taking views of the gorgeous mountain range. The hospitality they provide entices travellers to stay at their hotel once more.



At the top of Genting Highland, First World Hotel, Asia's largest hotel with over 6,000 budget rooms, provides plenty of budget accommodation along with the family-oriented Genting Sky worlds Hotel. Genting Grand (formerly Hotel Genting) and Maxims (formerly Hotel Highlands) are classy five-star establishments while Hotel Resort bridges the gap between budget and luxury accommodation. The theme park offers exciting rides and activities for both adults and children, while Sky Avenue and First World Plaza are vibrant shopping centres with restaurants, entertainment, and boutique shops. The casino is situated in the heart of Genting Highlands.

Kotler and Armstrong (2019), which describes services, was chosen for this investigation. Service and quality have different meanings, according to Kotler and Armstrong. "Any action or benefit that can be provided by one party to another party and is primarily intangible and does not result in ownership of anything" is referred to as a service. Although quality has been acknowledged as a tactical instrument for improving operational effectiveness and financial success. In this study, researchers are looking at the relationship services between the tourism development in Genting Highland.

## 2.3 HYPHOTHESES

A hypothesis is an interpretation of a situation that has been proposed. Therefore, a hypothesis must be tested before it can be considered a scientific theory. Scientific hypotheses frequently rest on historical data that cannot be fully explained by generally accepted scientific theories. Sometimes, a hypothesis, called an assumption, is a claim made to support an argument before being examined to determine its truth. In non-scientific situations, hypothesis and theory are often used interchangeably to refer to hypotheses, predictions, or general concepts, with the theory being the more general term. The purpose of this hypothesis is to identify the impact of Covid-19 on development in Genting Highland. In light of that, we formulate the previously described hypothesis.

### **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.

### **Hypothesis 2 :**

$H_0$  : 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.



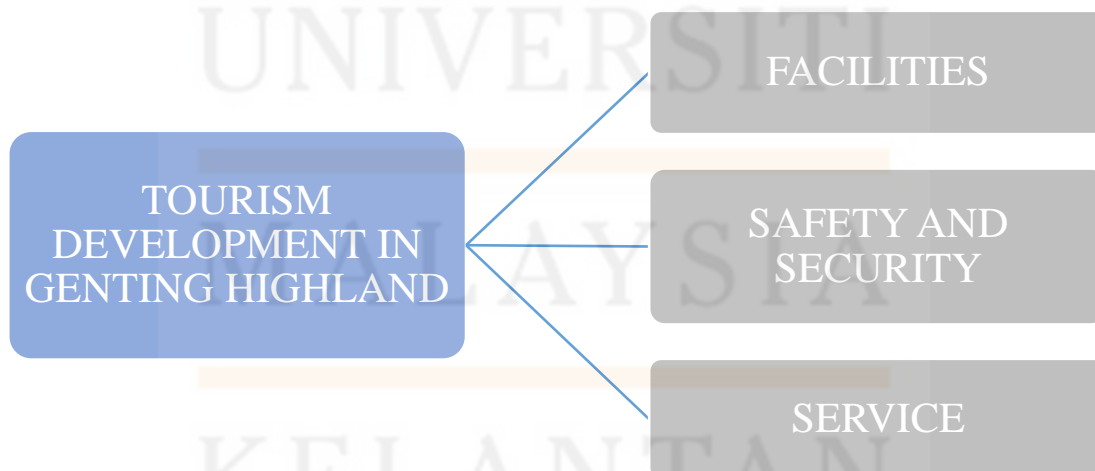
### Hypothesis 3 :

$H_0$ : 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.

As a result, the goal of this purpose is to encourage more tourists from home and abroad to come to Genting Highland to travel or have a vacation with their families. By attracting more tourists to Genting Highland, the place will become one of the most popular tourist destinations in Malaysia, with the highest resort in Malaysia and many beautiful places, that attracting visitors from all over the world.

## 2.4 CONCEPTUAL FRAMEWORK



**Figure 1: Conceptual Framework**

## 2.5 SUMMARY

We also look at the level of service provided to tourists, such as transportation, room service, meal service and tour guide service, among other things. Tourism service quality in an organization is outlined in terms of quality of excellence, quality of value, quality of change out to some extents, and quality is viewed as a vital for meeting tourism client expectations. Therefore, excellence in tourism service quality concerned victimization service quality technology is turning into very important. This paper tried to match with the previous service studies and testify whether the tourism service quality analysis model might capture the study of tourism service phenomena to search out the importance of structure impact to boost tourism service quality. The antecedent variable or the antecedent mixer variable occurs before the independent variable and the dependent variable. The study found that the quality of service has a positive reason for the satisfaction of tourists in Terengganu. Where as in the tourism industry, Perun Jodi (2011) studied visitor satisfaction with respect to quality -based tourism attractions in Mauritius, and found that nature -based tourism attractions have a significant impact and positive relationship with overall traveller satisfaction.

Among the factors that attract tourists to visit Genting Highland because of the good quality of service quality in the tourism assiduity becomes one of the most important factors for gaining a sustainable in Genting Highland after post COVID 19. Relationship between Independent Variable IV-1, IV-2, IV-3 and Dependent Variable is the characteristic of a psychology experiment that is manipulate on changed by research of the other Variable in the experiment. Therefore, we make hypothesize (H1) There is a relationship between facility and development in Genting Highland, (H2) There is a relationship between safety & security and development in Genting Highland and

(H3) There is a relationship between level of services and development in Genting Highland. Among the services, that we noticed are quality service of accommodation is competitiveness of traveller offer. Next, positive relationship between tourist behaviour and services quality in tourism industry can see used in terms of technological advanced and tourist facilities can increase satisfaction for guest or tourist in Genting Highland.

## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 INTRODUCTION**

In this chapter, will discuss a general review on the research methodology which consists a research design, population, sample size, sampling method, data collection procedure, research instrument, data analysis and closed by the summary of this chapter.

#### **3.2 RESEARCH DESIGN**

A quantitative approach is increasingly suitable for the examination question chosen because the study's objectives are to find a relationship between three variables and test hypotheses that will cling to them. It is crucial to keep in mind that for a quantitative when putting together the research plan and design. The process of gathering and interpreting numerical data is known as quantitative research. It can be used to identify trends and averages, formulate hypotheses, examine causality, and extrapolate findings to larger populations (Pritha Bhandari, 2022). There are four different types of plans, according to Pritha (2020: experiment, survey, (systematic) observation, and secondary research.

A study strategy known as descriptive research aims to provide the most precise description of the phenomena that already exist. Contrary to experiment research, which observes not only the existing phenomena but also the phenomena after a set length of treatment, the term "existing

phenomena" produces descriptive research (Atmowardoyo, 2018). The phenomena that descriptive research identifies are already known. A researcher must gather the data that is already available using research tools like tests, questionnaires, interviews, and even observation. The primary objective of descriptive research is to thoroughly characterise the phenomena that are being studied. According to Towardly (2018), a survey, for instance, is typically designed to examine the opinions of a sizable population regarding a specific event or subject. The arrangement of polls is typically used to gather information, and this information examination is included.

The primary goal of this study is to ascertain visitors' attitudes on Genting Highlands' development as a tourism destination after COVID-19. Visitors to Genting Highlands who are responding to the study's aims. Respondents were given a five-point Likert scale for use with the questionnaire.

### **3.3 POPULATION**

A research population is generally a large collection of individuals or objects that is the main focus of a scientific query. It is for the benefit of the population that researches are done. However, due to the large sizes of populations, researchers often cannot test every individual in the population because it is too expensive and time-consuming.

A research population is also known as a well-defined collection of individuals or objects known to have similar characteristics. All individuals or objects within a certain population usually have a common, binding characteristic or trait.

The table below shows the number of tourists who came to Genting Highland from January and June. The data obtained also shows that the total number of tourists who visited Genting highland was 2,369,121 people.

**THE ARRIVAL OF TOURISTS TO GENTING HIGHLAND FROM JAN-JUNE 2022**

JAN	FEB	MAC	APRIL MEI		JUN	JUL	AUG	SEPT	OCT	NOV		JAN-JUN
301,089	382,833	386,179	420,734	421,176	457,110	-	-	-	-	-	-	2,369,121

**3.4 SAMPLE SIZE**

The total number of samples selected for the investigation is known as the sample size. The term “sample size” describes the number of participants or observations in a study. A fixed sample size allows one to understand that a group of participants is selected from the general population and is considered representative of the actual population for that particular study. The number of entities in a subset of the population selected for analysis. A sample size is a group of people selected from a larger number and asked questions to gather information about a larger group or

population. In this study, the respondents we will choose are tourists and staff who travel or work in Genting Highland.

In this study, we will use Krejcie and Morgan's (1970) table to determine the appropriate number of research participants in the study's sample size. Krejcie & Morgan (1970) created a table that could be easily referenced for estimating sample size for a specific population (see Table 1). The sample size for this research study will be 384 respondents because the population of arrival tourists to Genting Highland from January to June 2022 is 2,369,121 million.

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	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	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	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

**Table 1 : Table for Determining Sample Size for a Finite Population**

### 3.5 SAMPLING METHOD

In order to estimate the characteristics of the complete population, sampling is the practice of selecting a specified group of people (a statistical sample) from a statistical population. It is applied in survey methodology, quality control, and statistics. Samples that are typical of the population being researched are looked for by researchers. When it is feasible to measure the entire population, sampling provides data and is more quickly and affordably than the regular method. The two main sampling techniques available for use in research are probability sampling and non probability sampling.

Probability sampling means that every item in the population has an equal chance of being included in sample. One way to undertake random sampling would be if researcher was to construct a sampling frame first and then used a random number generation computer program to pick a sample from the sampling frame (Zikmund, 2002). Probability or random sampling has the greatest freedom from bias but may represent the costliest sample in terms of time and energy for a given level of sampling error (Brown, 1947).

Non probability sampling is often associated with case study research design and qualitative research. With regards to the latter, case studies tend to focus on small samples and are intended to examine a real-life phenomenon, not to make statistical inferences in relation to the wider population (Yin, 2003). A sample of participants or cases does not need to be representative, or random, but a clear rationale is needed for the inclusion of some cases or individuals rather than others.



Sample can be defined as a particular group of people from which you will collect data. Convenience sampling will be used in this research for the participants' participants. 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. The respondents we select are tourists who have visited Genting Highland in the past. There is an equal opportunity for selection for every person in the population. This method has equally selected respondents. 384 randomly selected tourists from N populations, 2 million tourists in Genting Highland make the representative sample. Every visitor to Genting Highland will be chosen as a respondent since every respondent in the sample of size n must have the same probability of being chosen.

### **3.6 PLAN FOR COLLECTION PROCEDURE**

The systematic process of obtaining observations or measurements is known as data collection. Data collecting enables you to get first-hand knowledge and unique insights into your study topic whether you are conducting research for corporate, governmental, or academic objectives (Printha Bhandari,2020). Online questionnaires will be used to gather data for this study. Tourists who visited Genting Highland were randomly chosen to fill out the online questionnaires. We use Google Form to Qr Code conversion to choose responders for our surveys.

The respondent was chosen based on a number of criteria. The respondent must initially be a visitor from Genting Highland. Respondents must also be employed by Genting Highland. We

will go to Genting Highland to ask tourists who visit Genting Highland to scan the QR code and respond to all of the questions on the Google Form in order to ensure that the responders who are chosen meet all of the aforementioned criteria. Additionally, we will seek Genting Highland Management for permission to complete our thesis there and for assistance in adding a Google Form link to their website.

Over the course of our semester break, the questionnaire will be delivered. This will give us enough time to gather the data and give survey respondents ample opportunity to react. However, we also have a backup plan, and that is to spread the survey through online communities like the Facebook group for tourists in Genting Highland or the Telegram group for tourists in Genting Highland. We shall maintain the respondent's privacy while using the questionnaires' items to answer the research's aims.

### **3.7 RESEARCH INSTRUMENT**

The term research instrument refers to any tool that you may use to collect or obtain data, measure data and analyse data that is relevant to the subject of your research. Research instruments are often used in the fields of social sciences and health sciences. These tools can also be found within education that relates to patients, staff, teachers and students. The format of a research instrument may consist of questionnaires, surveys, interviews, checklists or simple tests. The choice of which specific research instrument tool to use will be decided on by the researcher. It will also be strongly related to the actual methods that will be used in the specific study.

This Study, the researcher used the format of instrument questionnaires. Instrument questionnaires format is used to make it easier for the respondents to answer the survey. There are three sections that are used to make these questionnaires, one of which is the facilities, safety and security and service section.

<p style="text-align: center;"><b>D.P</b> (KUMAR,2019)</p>	<p style="text-align: center;"><b>Name</b> <b>Gender: male / female</b> <b>Martial status: single / married</b> <b>Age</b> <b>From</b></p>	<p style="text-align: center;"><b>OPEN-ENDED SCALE</b></p>
<p style="text-align: center;"><b>FACILITIES</b> (KUMAR, Feb, 2013)</p>	<p style="text-align: center;"><b>5 QUESTIONS</b></p>	<p style="text-align: center;"><b>LIKERT SCALE</b></p>
<p style="text-align: center;"><b>SAFETY AND SECURITY</b> (MALESIOS,2020 )</p>	<p style="text-align: center;"><b>5 QUESTIONS</b></p>	<p style="text-align: center;"><b>LIKERT SCALE</b></p>
<p style="text-align: center;"><b>SERVICE</b> (SARAVANAN,2019)</p>	<p style="text-align: center;"><b>5 QUESTIONS</b></p>	<p style="text-align: center;"><b>LIKERT SCALE</b></p>
<p style="text-align: center;"><b>DEVELOPMENT</b> (MALESIOS,2020)</p>	<p style="text-align: center;"><b>5 QUESTIONS</b></p>	<p style="text-align: center;"><b>LIKERT SCALE</b></p>

### **3.8 PLAN FOR DATA ANALYSIS**

According to LeCompte and Schensul (2015), research data analysis is a technique used by researchers to condense and convert data into a story. It makes sense that data processing procedures assist in reducing enormous data volumes into tiny pieces. Additionally, the purpose of data analysis is to comprehend the data more thoroughly before drawing any conclusions. Social Science Statistics Package (SSPS) will be used in this study to examine the data collected from the respondents. For logical grouping and non-clustering statistical analysis, there is a software program called SSPS Statistics. One of the most well-known statistical software programs, this software allows users to create distribution charts and plots as well as execute complex data processing and analysis with only a few simple keystrokes. This research will use descriptive statistics, reliability tests, and Pearson's correlation coefficient for the analysis of the results to achieve objective.

#### **3.8.1 Descriptive Statistics**

In short, descriptive statistics help in describing and understanding the characteristics of a particular data set by providing a summary of the data samples and measurements. As a result, descriptive statistics on the dependent variable and the independent variable were calculated in this study. Measures of centre, such as mean, median, and mode, are the most well-known types of descriptive statistics and are applied at practically all maths and statistics levels. The mean or average is calculated by adding all the data points in the data set and dividing by the total number of points in the data set.

### **3.8.2 Reliability Tests**

By analysing the correlation between the scores gathered from the different administrations of the scale, reliability analysis determines the percentage of systematic differences in the scale that can be achieved. The degree to which an evaluation instrument generates reliable and consistent outcomes is tested through reliability. Cronbach's alpha coefficient was calculated to determine the instrument's dependability. Determine the reliability of the scale using Likert questions from the survey. There is a high correlation between the test items if the alpha level is high. But the measure's item count is also a sensitive factor (Mohsen Tavakol & Reg Dennick, 2011). An item's internal consistency and reliability increase as its value get closer to 1. The Cronbach's alpha coefficient range generalization is below.

### **3.8.3 Pearson's correlation Coefficient**

The Pearson correlation coefficient is a test statistic that evaluates the statistical association or relationship between two continuous variables. Because it is based on the method of covariance, it is considered the best way to measure the relationship between the variables of interest. It provides details about the strength of the association or correlation and the direction of the link. The Pearson correlation method is the most common method used for numerical variables; it assigns a value between -1 and 1, where 0 is no correlation, 1 is a total positive correlation, and -1 is a total negative correlation. Explained in the following way: A correlation value of 0.7 between two variables denotes a significant and favourable association between them.

### **3.9 SUMMARY**

In this chapter, a review the factors influencing tourist satisfaction in the tourism industry in Genting Highland which mainly driven by the efforts of the tour owner and people involved in the tourism industry. In addition, the problem statement of this research is impact of covid-19 to Genting Highland. This chapter has discussed the research design used to carry out this study which is, target population, sample size, sampling method, data collection, research instrument and data analysis plan.



## **CHAPTER 4**

### **RESULT AND DISCUSSION**

#### **4.1 INTRODUCTION**

For this study, the researcher focused on the result and discussion which covers the aspect of result of descriptive analysis, result of reliability test, result of inferential analysis and finally, discussion based on research objective. All these aspects will be detailed and will be summarized result and discussion at the end of this topic on the factor influencing of tourism development in Genting Highland

#### **4.2 RESULT OF DESCRIPTIVE ANALYSIS**

Descriptive analysis was conducted on the data collection for independent variable and dependent variable where it summarized the facilities, service, safety security, and development in Genting Highland. Table below showed the mean and standard deviation for each variable in this research with 300 respondents visiting Genting Highland.

#### 4.2.1 Facilities

Variable	Frequency (N)	Mean	Standard Deviation
There is clear signboard giving information about the facilities	300	4.0733	.79796
There is adequate dustbins provided	300	3.9967	.84402
The toilets provided are adequate	300	3.9800	.85364
The toilet are easily accessible	300	3.9500	.88512
The toilets provided are clean and in good condition	300	3.8767	.91153
The restaurants provided at Genting Highland is adequate	300	3.9300	.85295
The food provided is good value for money	300	3.5600	1.10323
Smoking areas are provided for smokers	300	3.5800	1.09892
Signboard provided a clear information about the exhibit's location	300	4.0767	.73888

**Table 4.2.1: Descriptive Statistic of Facilities**

Genting Highland, a popular tourist destination, offers a wide range of facilities and amenities to enhance visitors' experience. In this essay, we will delve into a descriptive analysis of various aspects of these facilities, including the availability of signboards, dustbins, toilets, restaurants, food quality, smoking areas, and exhibit information. By examining the frequency, mean, and standard deviation values associated with each variable, we aim to gain insights into the overall satisfaction and quality of these amenities.

According to the analysis, it is evident that Genting Highland excels in providing clear signboards that offer information about the facilities. With a frequency of 300, visitors consistently encounter these informative signboards, resulting in a high mean score of 4.0733. The low standard



deviation of 0.79796 indicates that visitors can rely on consistent and easily accessible information about the amenities available.

Maintaining cleanliness is crucial in any tourist destination, and Genting Highland understands this well. The analysis reveals that there are ample dustbins provided throughout the area. The mean score of 3.9967 and a standard deviation of 0.84402 indicate that visitors generally find it convenient to dispose of their waste appropriately, ensuring a clean and pleasant environment for all.

The availability and condition of toilets significantly contribute to visitors' comfort and satisfaction. The analysis suggests that Genting Highland provides adequate toilet facilities, with a mean score of 3.9800. The standard deviation of 0.85364 implies a moderate level of consistency, indicating that improvements can be made to ensure consistent quality across all toilets. However, the overall positive mean score suggests that visitors generally find the toilet facilities satisfactory.

In addition to adequacy, the accessibility and cleanliness of toilets are essential factors for visitors. The analysis reveals that Genting Highland's toilets are easily accessible, with a mean score of 3.9500. However, there is room for improvement in terms of cleanliness, as indicated by a mean score of 3.8767 and a relatively higher standard deviation of 0.91153. Ensuring consistently clean and well-maintained toilets can greatly enhance visitors' experiences.

Genting Highland offers various dining options to cater to visitors' culinary preferences. The analysis suggests that the provided restaurants are generally adequate, as reflected by a mean score of 3.9300. However, the aspect of food quality receives a slightly lower mean score of 3.5600, indicating room for improvement. The higher standard deviation of 1.10323 further

suggests that visitors' opinions on food quality may vary. Enhancing the overall value and taste of the food can lead to greater satisfaction among visitors.

Considering the diverse needs of visitors, Genting Highland ensures that smoking areas are provided for smokers. The analysis indicates a mean score of 3.5800, suggesting that smokers have access to designated areas to fulfill their requirements. The standard deviation of 1.09892 implies some variation in visitors' perceptions of these smoking areas, highlighting the need for consistent quality and convenience.

Providing clear information about exhibit locations is crucial for visitors to navigate Genting Highland effectively. The analysis reveals that the signboards at Genting Highland excel in delivering clear exhibit information, as indicated by a high mean score of 4.0767 and a low standard deviation of 0.73888. Visitors can rely on these signboards to enhance their experience and easily locate their desired exhibits.

This descriptive analysis sheds light on various aspects of facilities and amenities at Genting Highland. Overall, the analysis indicates that Genting Highland offers a satisfactory experience to visitors in terms of facilities and amenities. The availability of clear signboards, adequate dustbins, and accessible toilets contributes positively to visitors' comfort and convenience. However, improvements can be made in terms of maintaining cleanliness and ensuring consistent quality across all toilets.

While the restaurants provided are generally adequate, focusing on enhancing the food quality can lead to greater satisfaction among visitors. The provision of designated smoking areas showcases Genting Highland's consideration for visitors' diverse needs. One notable aspect is the

provision of clear exhibit information through well-designed signboards. This ensures that visitors can easily navigate the area and make the most of their time exploring the exhibits.

In conclusion, Genting Highland demonstrates a commitment to providing a positive visitor experience through its facilities and amenities. The descriptive analysis highlights areas of strength, such as clear signboards and adequate dustbins, as well as areas that could benefit from further improvement, such as cleanliness and food quality. By addressing these areas, Genting Highland can continue to enhance visitor satisfaction and solidify its reputation as a premier tourist destination.

#### 4.2.2 Service

Variables	N	Mean	Standard Deviation
Easy accessibility to enter hotel locations in Genting Highland	300	3.960	0.813
Easy to find information about the ticket price in Genting Highland	300	4.083	0.828
Genting Highland provides sufficient parking provision	300	3.983	0.905
Guide service provided in Genting Highland offers a complete and accurate information	300	4.050	0.793
Genting Highland service quality is satisfied	300	4.080	0.806
Genting Highland staff respond to customer's feedback	300	3.973	0.809
Genting Highland staff gives customers attention	300	4.007	0.805
Genting Highland staff are helpful and friendly	300	4.007	0.810

The overall service quality offered is satisfied	300	4.080	0.772
--	-----	-------	-------

**Table 4.2.2: Descriptive statistics of Service**

Table 4.2.2 showed the mean and standard deviation statistic of respondent on the service. Based on the table, ‘Easy to find information about ticket price in Genting Highland’ score the highest mean value which was 4.083, where the respondents agree that they can find easily the information about the ticket to enter the Genting Highland through any platform and apps. The lowest mean ‘Genting Highland staff respond to customer’s feedback’, with the mean value 3.973, where the respondent somewhat agreed that perception toward staff respond to customer’s feedback is good but the staff still cannot provide the best response to customer feedback. Beside, the higher standard deviation is ‘Genting Highland provides sufficient parking provision’, which was 0.905. The higher standard deviation value indicates the greater spread in the data. So, for the service that influencing the tourism development in Genting Highland with ‘Genting Highland provides sufficient parking provision’.

### 4.2.3 Safety & Security

Variables	N	Mean	Standard Deviation
Genting Highland provided a safety signage information at the theme park	300	4.067	0.719
Genting highland provides the location plan of emergency exits and evacuation routes to visitors	300	4.137	0.770
The safety and security measures implemented by Genting Highland make tourists feel safe and protected	300	4.080	0.754
There are first aid or medical facilities provided at Genting Highland	300	4.080	0.802
There are security or surveillance system provided in Genting Highland	300	4.077	0.766
There are many security personnel controlling the situation and tourists at the Genting Highland theme park	300	4.033	0.825
I feel safe and secure while visiting Genting Highland theme park	300	4.047	0.757
The overall security and safety at the Genting Highland theme park reach tourist perception	300	4.073	0.768

**Table 4.2.3: Descriptive statistics of Safety & Security**

Table 4.2.3 showed the mean and standard deviation statistic of respondent on the safety & security. Genting highland provides the location plan of emergency exits and evacuation routes to visitors score the greatest mean value, which was 4.137, where the respondents agreed that safety and security of ‘Genting Highland provides the location plan of emergency exits and evacuation routes to visitor’ help respondent to use it when something bad happen. The lowest mean ‘There are many security personnel controlling the situation and tourists at the Genting

Highland theme park', with the mean value 4.033, where the respondent agrees that safety and security of there are many security personnel controlling the situations and tourist at Genting Highland influencing the respondent about the tourism development in Genting Highland . Beside, the higher standard deviation is there are many security personnel controlling the situations and tourist at Genting Highland, which was 0.825. The higher standard deviation value indicates the greater spread in the data. So, for the safety and security that influencing the tourism development in Genting Highland with there are many security personnel controlling the situations and tourist at Genting Highland.

#### 4.2.4 Development

Variables	Frequency (N)	Mean	Standard Deviation
Tourism increases employment opportunities	300	4.3667	.70750
Tourism improves the quality of life	300	4.3133	.75966
Tourism improve the quality of services	300	4.3100	.72732
Tourism has improved and protected the environment	300	4.0600	.96584
Tourism generates revenue from foreign visitors	300	4.3600	.73861
Tourism increase economic stability	300	4.3700	.73592

**Table 4.2.4 : Descriptive Statistic of Development**

Tourism plays a significant role in shaping economies and communities worldwide. In this essay, we will conduct a descriptive analysis of several variables related to the positive impacts of tourism. By examining the frequency, mean, and standard deviation values for each variable, namely employment opportunities, quality of life improvement, quality of services, environmental

protection, revenue generation, and economic stability, we aim to gain insights into the beneficial effects of tourism.

The analysis reveals that tourism significantly contributes to employment opportunities. With a mean score of 4.3667 and a relatively low standard deviation of 0.70750, tourism creates a favorable environment for job creation. This suggests that the tourism industry has the potential to boost employment rates, benefiting local communities by providing various job opportunities.

Tourism's positive impact on the quality of life is evident from the analysis. With a mean score of 4.3133 and a standard deviation of 0.75966, tourism plays a crucial role in enhancing the overall quality of life for local residents. This can be attributed to the development of infrastructure, access to better amenities, and exposure to diverse cultural experiences facilitated by tourism.

Tourism has a positive influence on the quality of services in the destination. The analysis indicates a mean score of 4.3100, signifying that tourism drives improvements in service standards. The relatively low standard deviation of 0.72732 suggests a consistent perception

The analysis shows that tourism has made strides in improving and protecting the environment. With a mean score of 4.0600 and a standard deviation of 0.96584, the positive impact of tourism on environmental conservation is evident. This indicates that sustainable tourism practices are being implemented to mitigate the industry's ecological footprint and promote environmental preservation.

Tourism serves as a significant source of revenue from foreign visitors. The analysis reveals a mean score of 4.3600, suggesting that tourism plays a crucial role in generating income



from international tourists. The relatively low standard deviation of 0.73861 indicates a consistent perception regarding the financial benefits brought about by tourism.

Tourism is a key factor in fostering economic stability. The analysis demonstrates a mean score of 4.3700 and a standard deviation of 0.73592, indicating that tourism contributes to economic stability by creating sustainable economic growth and reducing dependency on specific industries. This stability provides a foundation for long-term economic development and diversification.

Based on the descriptive analysis, it is evident that tourism brings forth several positive impacts to development in Genting Highland. These include the creation of employment opportunities, improvement in the quality of life, enhancement of service standards, environmental protection, revenue generation, and economic stability. By recognizing and capitalizing on these benefits, stakeholders can continue to support and develop sustainable tourism practices, ensuring long-term prosperity and growth for communities and destinations in Genting Highland.



### 4.3 RESULT OF REALIBILITY TEST

According to Sekaran and Bougie (2010), an instrument's appropriateness and consistency are determined by how accurately and without bias it measures the notion. Additionally, it guarantees that the instrument's numerous components are measured consistently across time. If the alpha level is high, the test items have a high correlation. But another sensitive component in the measure is its item count (Mohsen Tavakol & Reg Dennick, 2011). A reliability test's reliability is gauged by the Cronbach's alpha coefficient. Based on the survey's findings, researchers can determine whether this was accurate, trustworthy, and intelligible to the respondent. According to the rule of thumb, the value of Cronbach's alpha coefficient is shown in Table 4.3.1.

Alpha Coefficient Range	Strength of Association
<0.6	Poor
0.6 to <0.7	Moderate
0.7 to <0.8	Good
0.8 to <0.9	Very Good
0.9	Excellent

**Table 4.3.1 : Rules of Thumb of Cronbach's Alpha coefficient size**

**Sekaran & Bougie (2017)**

Table 4.3.1 demonstrates that the item's internal consistency is greater and more reliable for survey purposes the higher and closer the Cronbach's alpha value is. Cronbach's alpha must be higher than 0.6 for internal consistency to be deemed satisfactory. When it is greater than 0.7, a Cronbach's alpha coefficient is considered reliable.

Variable	Number of Item	Cronbach's Alpha Coefficient	Strength of Association
Facilities	9	0.927	Excellent
Service	9	0.952	Excellent
Safety & Security	8	0.960	Excellent
Tourism Development	6	0.912	Excellent

**Table 4.3.2: Result of Reliability Coefficient Alpha for the Independent Variable and Dependent Variable**

The aggregate Cronbach's Alpha Coefficient for the independent and dependent variables in this study was displayed in Table 4.3.2. As a result, the outcome is credible and appropriate for this study.

The facilities that affect the factors influencing the tourism development in Genting Highland were evaluated using nine questions. Table 4.3.2 revealed that the question in this section had an excellent Cronbach's Alpha score of 0.927. As a result, the coefficients found for the facilities variable's questions are accurate.

The service variable that impacts the factors influencing the development of tourism in Genting Highland was then measured using nine questions. The section's Cronbach's Alpha score was 0.952, which is considered excellent. As a result, the coefficient found for the questions in the service variable was trustworthy.

Eight questions were used to measure the safety and security variable, which has an impact on the factors influencing Genting Highland's tourism growth. The section's Cronbach's Alpha value was 0.960, which is considered excellent. As a result, the coefficients found for the safety and security variable's questions were accurate.

Last but not least, six questions were used to measure the factors influencing Genting Highland's tourism development, and the Cronbach's Alpha result for this section's question

was 0.912, which indicated excellent. As a result, the coefficient found for this measuring of the factors influencing the tourism development in Genting Highland was likewise trustworthy.

Since the variables' Cronbach's Alpha charge has surpassed 0.9, it is clear that the questionnaires are extremely highly dependable and the investigation can move further. The questionnaires have been approved for this study since it has been established through reliability that the respondents comprehended the questions adequately.

#### **4.4 RESULT OF PEARSON CORRELATION COEFFICIENT ANALYSIS**

The objective of this research was to discover if there were any relationship between the three independent variables (facility, safety and security, and service) and the dependent variable (tourism development in Genting Highland). Pearson correlation is used to determine the strength of the relationship between an independent variable and a dependent variable based on the size of the correlation. The table below displays the researchers' guideline coefficient correlations and strength of relationship.



**Table 4.4.1 Coefficient Correlation and Strength of Relationship**

<b>Correlation Coefficient(r)</b>	<b>Strength of Relationship</b>
0.90 to 1.00 (-0.90 to 1.0)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to 0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
0.30 to .50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00 to 0.30 (-0.00 to -0.30)	Negligible correlation

Source : Abgunbiade and Ogunyika, (2013)

### Hypothesis 1 :

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

**Table 4.4.2: Correlation Analysis for Hypothesis 1**

<b>CORRELATIONS</b>			
		<b>Facility</b>	<b>Tourism Development</b>
<b>Facility</b>	Pearson Correlation	1	.452**
	Sig. (2-tailed)		<.001
	N	300	300
<b>Tourism Development</b>	Pearson Correlation	.452**	1
	Sig. (2-tailed)	<.001	
	N	300	300

\*\*Correlation is significant at the 0.01 level (2-tailed)

Based on table 4.4.2 shown, it can be seen that the first independent variable, facility and tourism development were statistically significantly correlated, where the size of correlation ( $r$ ) is 0.452,  $p < 0.01$ . The correlation coefficient also indicated a low positive correlation in between the two variables as the  $r$  value lies in between the range of 0.30 to 0.50. As a result, there is a relationship between facility and tourism development in Genting Highland. Hence, the hypothesis is supported.

## Hypothesis 2 :

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

**Table 4.4.3: Correlation Analysis for Hypothesis 2**

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)

Table 4.4.3 shows that there is a correlation between safety and security and tourism development in Genting Highland with a correlation value of 0.664. This suggests that the relationship between safety and security and tourism development is moderate and significantly connected among tourist visiting in Genting Highland. Place attachment significant level is 0.01. Hence, there is a significant relationship between safety and security and tourism development in Genting Highland. Hence, the hypothesis is supported.

### Hypothesis 3 :

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

**Table 4.4.4: Correlation Analysis for Hypothesis 3**

<b>CORRELATIONS</b>			
		<b>Safety &amp; Security</b>	<b>Tourism Development</b>
<b>Safet &amp; Security</b>	Pearson Correlation	1	.620**
	Sig. (2-tailed)		<.001
	N	300	300
<b>Tourism Development</b>	Pearson Correlation	.620**	1
	Sig. (2-tailed)	<.001	
	N	300	300

\*\*Correlation is significant at the 0.01 level (2-tailed)

Table 4.4.4 shows a correlation value of 0.620, which indicates there is a moderate positive correlation between service and tourism development in Genting Highland. Place attachment significant level is 0.01. Hence, there is a significant relationship between service and tourism development in Genting Highland. Hence, the hypothesis is supported.

#### 4.5 DISCUSSION BASED ON RESEARCH OBJECTIVE

This analysis of literature on the factors influencing of tourism development in Genting Highland. The findings of this study showed that to examine the relationship between facilities, service and safety and security and tourism development in Genting Highland.

Hypothesis	Person's Correlation Results	
H1: There is a relationship between facility and tourism development in Genting Highland.	$r=0.452, p<0.01$	Weak
H2: There is a relationship between service and tourism development in Genting Highland.	$r=0.620, p<0.01$	Medium
H3: There is a relationship between level of service and tourism development in Genting Highland.	$r=0.664, p<0.01$	Medium

**Table 4.5.1 : Shows the summary for hypothesis testing in this study**

Based on the 4.5.1 showed that Pearson's Correlation analysis was performed to evaluate the hypothesis on the facilities, service and safety and security and tourism development in Genting Highland. At the 0.01 significance level, all hypothesis provided were accepted. Moreover, all of the hypothesis is supported as the end result showed that independent variable which are facilities, service and safety and security have a weak and medium correlation with the tourism development.



#### **4.6 SUMMARY**

In summary, in this chapter 4 we can identify more clearly about the result of descriptive analysis, result of reliability test, result of inferential analysis and finally, discussion based on research objective. where each of these aspects has a great influence on the research that has been done in Genting Highland. it is our hope that the data we have obtained can help become a reference for other researchers in studying the influencing factors of tourism development in Genting Highland



## **CHAPTER 5**

### **DISCUSSION AND CONCLUSION**

#### **5.1 INTRODUCTION**

In this chapter will explained and discussed about the result of the research study which were presented in chapter four. The main objective of this research is to examine whether the independent variables (facilities, service, safety and security) are related with the research dependent variable (development) among the respondents that choose to visiting Genting Highland. Other than that, the recapitulation of the findings, limitation of the study, recommendations for future research and conclusion were discussed in this chapter.

#### **5.2 RECAPITULATION OF FINDINGS**

This research will discuss a recapitulation of the findings from previous chapter 4 (Result and Discussion) which is based on research objectives, research questions, and hypothesis for this study.

##### **5.2.1 Relationship between Facilities and tourism development in Genting Highland**

Research question 1 of this study asked about any relationship between facilities with tourism development in Genting Highland. It is also to answer the first objectives and hypothesis.

**Table 5.2.1: Research Objective 1 & Research Question 1**

Research Objectives (RO)	Research Question (RQ)
To determine the relationship between facilities and tourism development in Genting Highland.	What is the relationship between facilities and tourism development in Genting Highland?
H0: There is a relationship between facilities and tourism development in Genting Highland.	

The result of hypothesis H1 in the previous chapter was reviewed to answer research question 1. Apart from that, H1 stated that there is a relationship between facilities and tourism development in Genting Highland. The findings show that facilities are positively and low related to tourism development in Genting Highland with a correlation coefficient of 0.452. The p-value of facilities is  $<.001$ . In addition, there is a relationship between facilities and tourism development in Genting Highland. This finding can be supported by Huang, H. Z. (2018), build tourism facilities that take advantage of the geographic advantages offered by pertinent regional public infrastructure is more advantageous and enables international visitors to explore the area. Thus, based on the idea of sustainable tourism (Ramasamy, 1994), the implementation of long-term and high-tech environmental planning in confined spaces can increase the satisfaction of locals and foreign visitors and serve as a guide for the placement of facilities in the development of the tourism industry. Therefore, H1 was supported.

## 5.2.2 Relationship between Safety and Security and Tourism Development In Genting Highland.

Research question 2 of this study asked about any relationship between safety and security and tourism development In Genting Highland. It is also to answer the second objective and hypothesis.

**Table 5.2.2: Research Objective 2 & Research Question 2**

Research Objectives (RO)	Research Question (RQ)
To determine the relationship between safety and security and tourism development in Genting Highland.	What is the relationship between safety and security and tourism development in Genting Highland?
H2: There is a relationship between safety and security and tourism development in Genting Highland.	

The result of hypothesis H2 in the previous chapter was reviewed to answer research question 2. Apart from that, H2 stated that there is a relationship between safety and security and tourism development in Genting Highland. The findings show that safety and security are positively and moderately related to tourism development in Genting Highland, with a correlation coefficient of 0.664. The p-value of safety and security is <001. In addition, there is a relationship between safety and security and tourism development in Genting Highland. This finding can be supported by Kovari and Zimányi (2010), safety and security are invariably essential components of the

economy and tourism. This study therefore views national security as an interaction term that influences the relationship between tourism development. This is because safety and security are important, but they are more concentrated on the scope of tourism. Every tourist place we visit needs to have sufficient security in order to guarantee that visitors are always safe. Therefore, H2 was supported.

### 5.2.3 Relationship between Service and Tourism Development in Genting Highland

Research question 3 of this study asked about any relationship between service and tourism development in Genting Highland. It is also to answer the third objective and hypothesis.

**Table 5.2.3: Research Objective 3 & Research Question 3**

Research Objectives (RO)	Research Question (RQ)
To determine the relationship between service and tourism development in Genting Highland.	What is the relationship between service and tourism development in Genting Highland?
H3: There is a relationship between service and tourism development in Genting Highland.	

The results of hypothesis H3 in the previous chapter were reviewed to answer research question 3. In addition, H3 states that there is a relationship between services and tourism development in

Genting Highland. The finding shows that services are positive and moderate regarding tourism development in Genting Highland with a correlation coefficient of 0.620. The service p-value is  $<.001$ . In addition, there is a relationship between services and tourism development in Genting Highlands. This finding can be supported by Kotler and Armstrong (2019) "Any action or benefit that can be provided by one party to another party and is primarily intangible and does not result in ownership of anything" is referred to as a service. Although quality has been acknowledged as a tactical instrument for improving operational effectiveness and financial success. In this study, researchers are looking at the relationship services between the tourism development in Genting Highland. Therefore, H3 is supported.

### **5.3 LIMITATION**

Study limitations are those that arise because of different roadblocks and restraints that prevented this study from being conducted. A sincere mindset is crucial when conducting research. This is because it demonstrates that you genuinely tried to conduct this research.

First, there was not enough time to collect all the responder data. It is difficult to gather 300 responders over a period of many weeks in order to collect the data. My group has had a terrible time this time because it is quite challenging to find that many respondents. This makes it more challenging when respondents decline to cooperate and answer the survey, even when it is directly distributed via social media. The researchers have identified the respondents' issue, which is that they have limited access to the internet and may not have enough time because they are all tourists. As a result, this presents a barrier for carrying out this investigation.

Second, there are restrictions related to the field of study. This study was carried out in Genting Highland, where the hotel and theme park areas were the only areas of focus. This

study's ability to be conducted and data collected has been constrained by the research's limitations. Because just that area is covered, the researcher's search for data and respondents is constrained. In addition, the results of the study cannot be applied to other fields that are outside of its scope. As a result, future study should address a wider range of topics that are prevalent throughout Malaysia.

The time limitations for gathering this respondent's data. This is due to the fact that some tourists refuse to respond to the questions. This may be due to the fact that they neglect to complete the Google form, and some even choose to ignore it when it is provided over social media like the Facebook, WhatsApp, and Telegram applications. They might think it's unnecessary to respond to the query. Some of them are too lethargic to complete the Google form because they believe it is not crucial to their lives.

The study has to be improved for additional research in order to obtain more precise results because there were limitations in the way it was conducted regarding the factors influencing the tourism development in Genting Highland.

## **5.4 RECOMMENDATION**

Future research on the factors influencing tourism development in Genting Highlands could focus on several key areas to deepen our understanding and contribute to the knowledge base in this field. Here are some recommendations for future research and study.

### **5.4.1 Sustainable Tourism Development**

Investigate the impact of sustainable tourism practices on the development of Genting Highlands as a tourist destination. Examine how environmental, social, and economic sustainability factors can be integrated into tourism planning and development strategies in the

area. Next, Visitor Experience and Satisfaction: Conduct research to understand the factors that contribute to visitor experience and satisfaction in Genting Highlands. Explore aspects such as attractions, accommodation, transportation, facilities, and services to identify areas for improvement and enhance the overall visitor experience.

#### **5.4.2 Stakeholder Engagement and Collaboration**

Study the role of stakeholder engagement and collaboration in tourism development in Genting Highlands. Investigate how collaboration between government agencies, local communities, tourism operators, and other relevant stakeholders can contribute to sustainable and inclusive tourism development.

#### **5.4.3 Destination Marketing and Branding**

Explore the effectiveness of destination marketing and branding strategies in promoting Genting Highlands as a tourist destination. Investigate the impact of marketing campaigns, digital media, and other promotional activities on attracting tourists and enhancing the destination's image. Infrastructure and Accessibility: Examine the influence of infrastructure development and accessibility on tourism growth in Genting Highlands. Investigate the role of transportation networks, including road connectivity, public transportation, and airport facilities, in attracting visitors and facilitating their travel to the destination.

#### **5.4.4 Economic Impacts of Tourism**

Assess the economic impacts of tourism development in Genting Highlands. Investigate the contribution of tourism to the local economy in terms of job creation, income generation, and economic diversification, as well as the distribution of economic benefits among different stakeholders. Community Involvement and Socio-cultural Impacts: Examine the socio-cultural



impacts of tourism development on the local communities in Genting Highlands. Investigate the involvement of local communities in tourism activities, their perceptions of tourism impacts, and strategies to ensure their active participation and well-being.

By conducting research in these areas, future studies can provide valuable insights into the factors influencing tourism development in Genting Highlands. The findings can inform policymakers, tourism authorities, and industry stakeholders in making informed decisions and implementing sustainable practices to support the growth and success of the destination.

## **5.5 SUMMARY**

In summary, in this chapter 5 we can see a clearer discussion and conclusion about the research that has been done on influencing factors of tourism development in Genting Highland. In this study we can analyze some important aspects in this study including the main objective of this research is to examine whether the independent variables (facilities, service, safety and security) are related with the research dependent variable (development) among the respondents that choose to visit Genting Highland and also, the recapitulation of the findings, limitation of the study, recommendations for future research and conclusion were discussed in this chapter. we hope that this study can be a reference for future researchers and that the data that has been collected in the study can help researchers to be clearer about the development in Genting Highland.

## REFERENCE

Annual Reports. (n.d.). Retrieved January 7, 2023, from [https://www.genting.com/annual\\_reports/](https://www.genting.com/annual_reports/)

Atmowardoyo, H. (2018). Research Methods in TEFL Studies: Descriptive Research, Case Study, Error Analysis, and R & D. Makasar : Academy Publication, ISSN 1798-4769, Journal of Language Teaching and Research, Vol. 9, No. 1, pp. 197-204, January 2018 DOI: <http://dx.doi.org/10.17507/jltr.0901.25>

Bhandari, P. (2020, June 12). What Is Quantitative Research? | Definition, Uses & Methods. Retrieved January 7, 2023, from <https://www.scribbr.com/methodology/quantitative-research/>

Bhargava, V. (2019, December 21). What is Service: Definitions, Concept, Characteristics, Classification, Role. Retrieved January 7, 2023, from <https://www.businessmanagementideas.com/service-marketing/what-is-service/20967>

Choo, S. L., & Halim, T. B. (2022). Advancing sustainable tourism development and its contribution to poverty reduction and development: perspective from Malaysia. *Journal of Hospitality and Tourism Management*, 5(1). <https://stratfordjournals.org/journals/index.php/Journal-of-Hospitality/article/view/1043/1308>

Definition of the concept of safety | INSPQ. (2018, August 17). Retrieved January 7, 2023, from <https://www.inspq.qc.ca/en/quebec-collaborating-centre-safety-promotion-and-injury-prevention/definition-concept-safety#:~:text=the%20provision%20of%20effective%20preventive,of%20the%20three%20previous%20conditions.>

Definintion of Tourism (UNWTO Definition of Tourism) / What Is Tourism ? (n.d.). Retrieved January 7, 2023, from <https://tourismteacher.com/definition-of-tourism/>

Hashim, N. A. A. N., Awang, Z., Yusoff, A. M., Safri, F. H. M., Fatt, B. S., Velayuthan, S. K., ... & Novianti, S. (2020). Validating the measuring instrument for determinants of tourist's preferences toward revisit intention: A study of genting highland. *Journal of Advanced Research in Dynamical and Control Systems*. <http://103.101.244.127/bitstream/123456789/517/1/VALIDATING%20THE%20MEASURING>

[%20INSTRUMENT%20FOR%20DETERMINANTS%20OF%20TOURIST%27S%20PREFERENCES%20TOWARD%20REVISIT%20INTENTION.pdf](#)

Hua, A. K. (2018). Highlands Sustainable Development and Tourist's Satisfaction: A Grounded Model Study. *Journal of Tourism, Hospitality and Culinary Arts*, 10(2), 12-22. <https://fhtm.uitm.edu.my/images/jthca/Vol10Issue2/Chap-2.pdf>

Importance Of Security In Tourism - 860 Words | Internet Public Library. (n.d.). Retrieved January 7, 2023, from [Importance Of Security In Tourism - 860 Words | Internet Public Library \(ipl.org\)](https://www.internetpubliclibrary.org/Importance-Of-Security-In-Tourism-860-Words-Internet-Public-Library)

Preko, A., & Gyepi-Garbrah, T. F. (2021). Understanding sense of safety and trustworthiness of tourism information among migrant visitors. *International Hospitality Review*. <https://www.emerald.com/insight/content/doi/10.1108/IHR-04-2021-0029/full/html>

What is Tourism Development | IGI Global. (n.d.). Retrieved January 7, 2023, from <https://www.igi-global.com/dictionary/which-sociology-of-urban-tourism-in-the-day-after-viral-society/30288>

Why tourism planning is important - Tourism Teacher. (2019, April 25). Retrieved January 7, 2023, from <https://tourismteacher.com/why-tourism-development-planning-is-important/>

UNIVERSITI  
MALAYSIA  
KELANTAN