

A critical investigation into the effectiveness of Penang Tourism Utilisation of Malaysia's Truly Asia tourism destination strategy

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A critical investigation into the effectiveness of Penang Tourism  1

Utilisation of Malaysia's Truly Asia  2 rism destination strategy

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Introduction:

This essay is a critical investigation of the destination tourism development with the management of the challenges supposed to be common in the tourism development. This essay will discuss the destination strategies utilised by the state of Penang, a state of Malaysia and how it implements the strategy of “Malaysia a truly Asia” to attract large number of tourist for the visits. Malaysia has a developed tourism industry supporting the development of many other businesses in the country, with a structured formation and focusing to development of many aspects related to the tourism. This essay will discuss the strategies useful for the development of the tourism and destination strategies used to attract high number of the customers from the domestic as well as from international borders. This research is aimed to discuss in critical manner about sustainability impact of the tourism and impact of the present challenges as it the spreading virus of corona and economic issues within and outside of the country. Many theories related to examine the aspects related to the tourism development in a particular area, as like push and pull strategy, destination strategy, and sustainability strategy. These strategies are discussed in this essay with detailed analysis of these theories in the tourism activities and its development in sustainable manner.

Tourism strategies:

Malaysia has large number of tourist increasing regularly due to very effective features and destinations it has to attract the tourist. Penang is one of the most attractive and tourist destination place for the tourist that has increased number of domestic and international tourist as well. Tourism Malaysia is the most focused and structured industry that focuses to use is innovation and changes to contribute towards the development of the country as the focus and to use the tourism activities to attain the corporate social responsibility of the environment in country. Tourism Malaysia is very focused about the plans it made with

the aim to attain the target of 36 million arrivals by the end of 2020. In general, Tourism Malaysia weights its contribution on major global occupation shows and control on availability and connectivity and it pay higher importance on digital marketing and enhance the use of the latest information technology in the advertising of the country's tourism. Malaysia attained the 9th rank in 2018 United Nations Wold Tourism Organisations among the top ten most tourist arrival countries in the world with 24.6 million tourist arrival. This was the biggest achievement that it has the potential to attract the larger number of tourist across the world. Important strategies used and planned by the tourism Malaysia is :It will focus the effective use of the latest and develop information technology. It will take active participate in the professional events, Outlook on the mess events and Use of the effective advertising means to attract major area of the tourist.

Niche strategies:

Penang with 62.9% is one of the states that recorded higher than national average occupancy rate, with 6.4 million hotels guests one of the highest guest recorded states, it is the most attractive destination for the tourist visiting to Malaysia and for the domestic passengers as well. Penang is a Malaysian state situated on the northwest coastline of peninsular Malaysia by the Malacca Strait. It is divided in two parts: Penang Island, it is the place of the capital city, George Town another place is Seberang Perai on the Malay Peninsula. The Penang Bridge and the Sultan Abdul Halim Muadzam Shah Bridge one of the longest bridges in the Asia, connect these two places. Penang is the second smallest Malaysian state by land corpus, bordered by Kedah to the north and the east, and Perak to the south. Penang is one of the most popular destinations of tourism in the Malaysia well known for its rich culture and world high class unique heritage with a combination of the multicultural society, retail choices, a wide range of modern entertainment and natural topographies such as seashores and hills, and the world-famous Penang cuisine. Destination development getting strategy

for the development of the Penang in Malaysia focuses to develop mean of the attraction for the tourists visiting to the city this is niche strategy keep focusing to develop the spa, multipurpose malls and many other attractive spaces falling in the push strategy for the sustainable development of tourism in the Penang. Support from the government also provide better platform for the development of destination strategy.

Culture and heritage:

Penang has very attractive features attracting the visitors; these features are related to deep level of the cultural values beliefs and practices of the particular place developing with the development of time and place. Reflection of the ancient and immortal cultural of the Malaysia is presented in many forms including areas, building, dance, food, dress, values, events, lifestyles and handicrafts of the Penang. This rich culture is the key factor that attracts the major number if the international tourist. These tourists specially involve the writers, poets, documentary maker, and historians that have large interest to discover the hidden values of the immortal tradition and culture. Many film celebrities also have special interest in the Penang as best location to add the Malaysian culture touch in their movies. This is very profitable for the other business and living communities because tourism is the sector it gives and takes in the exchange. Tourist visiting gets the pleasure and memories with them and they return economic stability, popularity to a place and provide means of the development at the highest level in the world. Hence, tourism is the means to secure the cultural importance of the country, as government make effective finical development plan for the better development of tourist place to attract more tourist with the aim to popularise the place and earn economic stability or the country. Cultural tourism focuses the development of the rural tourism because rural place is full of attraction and these are easy to maintain, marketing focusing the destination development is very profitable for the tourism industry.

Theories of the tourism development:

This essay will discuss the development of the tourism activities based on the Plog, Cohen, Doxey, and Butler model. These theories focus aspects covering the factors that attract a tourists to choose any destination, behavioural impacts of the tourists and local people living at the place of tourism, and impact of the tourism activities over the Penang and its local community.

Plog's theory of tourism development identified by the Stanley Plog in the year 1973 focus on the factors of popularity of one place, Penang is one of the top most visited place in the Malaysia and it have international popularity due to the two most popular bridges and its topography features. Hence, it falls in the theory of Plog for the tourist attraction and development.

Irridex model suggested by Doxey's in 1975 is related to the tourism development lifecycle, which includes the internal relation both tourist and tourist place exchange with each other, and the impact of the local community over the visiting tourist. Irridex' model proposes that communities pass through an order of responses as the influences of a developing tourism business in their area become more conspicuous and their sentiments transform with experience. These developments are recorded in the EUPHORIA, APATHY, ANNOYANCE, and ANATAGONISM related to visitors changing behaviours. Butler's tourism lifecycle includes the six stages Exploration, Involvement, Development, Consolidation, Stagnation, and Decline of the tourism possibilities. These theories are helpful to manage the development of the tourism activities in the sector of the niche tourism as it includes the involvement of the visitors, tourist behaviour, development of the tourist activities changes in the attitude and positive and negative impact of the activities on the tourist and local communities both as well.

Sustainability theories:

Sustainable development is seen as the first priority of every business whether small or big, private or government even operating in any sector has prior responsibility to manage its operations in the sustainable manner. Sector of tourism in any country assume to be most profitable because it facilitates the development of a country's economy, increase international popularity, build strong relationship and develop many means of development for the country, in addition it also affect the various stakeholder's in negative manner. As tourism activities cause damages to the tourist place, issues to the local people and sometimes people facing any serious issues that is possible to spread in other even by contact cause health issues to other country.

For a better understanding of virus spreading across the world naming Corona virus COVID19 which is spreading very fast due to tourists having infection roaming across the countries and spreading the virus in the other countries, many people have lost their loves and many countries has banned the entries of outsiders in the country for temporary period. These several decisions are possible to affect the development of tourism activities in the Penang as well. Hence sustainable development of the place and tourism industry includes the international scenario as well, it is more than just community but it includes the health, wealth, safety, economy, political, society and economy development and maintenance activities as well. Challenges from the corona virus COVID19 has affected the international tourism that international tourism is in the critical challenging situation, international domestic tourism are also affected by the infection.

Stakeholders' theory:

This theory represents the Cohen and Batell's model that represent the interpersonal relation between the tourists and stakeholders of the tourism industries. Major stakeholders of the

tourism industry are government, shareholders, tourism business, local communities, and staff including the guides and hotels as well. This destination branding has provided many benefits to the stakeholders, as government has earned the economic stability with the number of tourist increaser result the development of the economy of a country and it also represent the improvement in the international relations. Shareholders like profitable and non-profitable organizations, banks and institutions invested for the development of the tourism activities are gaining the profitable return and equal value for their investment. Many other local communities are getting better job opportunities due to increased tourism. Hotels and other related business are also getting fast growth as they are exchanging something profitable in the return with the development of tourism activities.

Truly Asia strategy:

This is the strategy used by the Malaysian tourism and development industries to attract the tourist from international borders and to sell the popular attractive place in the international market. This strategy aims to present the diversified, ethnic, cultural and unique image of the Penang and other statues to attract high tourism. This strategy is an excellent example of target branding strategy with dynamic and innovative approach. This campaign is propelled in TV, radio, Flickr, Twitter, Facebook and in even YouTube and in the promotional website adds at the airport hoardings as well. The effectiveness of this branding is in its ability in bringing the highlights of the place and with the making of beautiful mixture. Main motive behind this unique ad campaign of Malaysia's truly Asia strategy is to represent Multi-culture and cultural diversity of the country.

Impact on the business:

This unique ad campaign of Malaysia's truly Asia has resulted very profitable for the development of the tourist activities in the Malaysia. This campaign has a special identification at the global level, growth of the Malaysian tourism increased rapidly because this ad campaign represented the destination branding with aim to attract domestic and international tourist both. Representation of the cultural heritage and unique features of the place to the international market aware the tourists and local communities support the development because these tourists provide many benefits to these communities as well. Present break-down in the tourism industry due to largely spreading harmful corona virus is very risky because it has impacted the sustainability of the tourism industry of entire world.

Many countries as China, Italy and many Asian and Gulf countries are facing high death rates due to this largely spreading virus. This virus is newly recognised in humans, and it has capacity to spread even with the handshake hence it has adversely affected the tourism industries due to prohibition guidelines issued by the countries worldwide to stop tourism activities.

Conclusion

This essay is critical investigation of the ad campaign used by the tourism industries of Malaysia, which is "Malaysia, a Truly Asia," this ad has been attractive for the tourist from the international level. As this ad represents the Malaysia as true repetitive of the entire Asian continent, by representing the destination branding of the famous state Kuala Lumpur is best for the professional meetings and hotels at beach and Penang has traditional and cultural touch of the country. This ad provided many benefits to the tourism industries of the Malaysia, as this essay concludes that Penang has important place in the tourism development activities, but many challenges are possible to occur in the tourism

activities. The challenges are related to the sustainable development of the tourist activities in the country, aim of the campaign is to develop the tourism, but tourism activities have major negative impact over the rural area and local community as well.

Present challenges of economic issue, environmental issues, and most important infection causing the threat at the world wide has affected the tourism industries very deeply and these challenges are very critical to solve because international flights are banned in many countries hence tourism industry is facing most challenging global issue where tourism activities are strictly banned. This all had affected entire world and tourism and the tourism at the Penang as well. Whether it is domestic or international, tourism industry is in the serious global issue that is very difficult to be solved now because entire world is fighting to save the human life right now.

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GRADEMARK REPORT

FINAL GRADE

/100

GENERAL COMMENTS

Instructor

Pranay, I am really concerned about the standard of your assignment. You include research in your bibliography but there is very little evidence of it in the assignment and where there is it is often not referenced.

You have included the theories we covered in the pre trip lectures and some topics discussed during the trip including Malaysia Truly Asia campaign although it is often misunderstood and considered as an ad.

You mention niche tourism but fail to develop this and fail to consider the background to the development of Penang. Considering Penang you

Pranay I am very concerned about this assignment. It lacks depth, research and detailed analysis which is an academic requirement.

In order to critically consider the effectiveness of Penang's utilisation of Malaysia Truly Asia marketing strategy you need to consider in depth the marketing strategy and its application across Malaysia and specifically Penang.

In terms of destination strategies you also need to discuss Penang's development as a resort using the academic theories.

Furthermore you need to consider the impacts of the Tsunami which we considered in detail during the pre trip lecture by the University Pro Vice Chancellor.

Similarly when you cover sustainability you could relate this to the lectures by the VC of IUMW and the lectures on culture and sustainability in Malaysia. The visits to the Kek Lok Si Temple, the events they host and the Eastern Oriental Hotel's iconic history as part of the Raffles Group as well as Penang's importance as a cruise tourism destination all needed considering in terms of niche tourism v mass tourism theories and marketing strategies.

Marketing theories also need considering with regard to target markets, niche tourism, segmentation, demographics and psychographics. The answer also needs detailed year on year visitor stats/ occupancy stats to analyse performance of the destination and the success of the campaign.

To pass this assignment the re work will need to be detailed and show evidence of in-depth research into the destination and topic selected along with the

tourism and marketing theories.

ASSESSMENT CRITERIA FEEDBACK

1. RESEARCH INFORMED LIT

Very limited evidence of research informed literature and any engagement with effective primary or secondary research. Sources are also often not referenced.

3/20

2. KNOWLEDGE & UNDERSTANDING

Very limited knowledge and understanding of the topic and theories. Despite the field study trip the assignment shows little understanding of key issues, the destination or tourism development which we discussed before and during the trip.

2/20

3. ANALYSIS

The text tends to be descriptive in nature and where there is analysis there is no evidence or underpinning stats or theories to support the discussion.

2/20

4. PRACTICAL APPLICATION & DEPLOYMENT

Very limited use of concepts, tourism or marketing theories to underpin. You touch upon Plog, Cohen, Butler and Droxy whose concepts and theories we discussed in the pre trip lecture day however you do not apply or develop these or other Tourism or marketing sources.

4/20

5. SKILLS FOR PROFESSIONAL PRACTICE

This was an excellent choice of topic but you failed to develop the discussion or undertake the required research to support discussions. The article is structured but the research, knowledge and analysis is just not there to enable you to reach informed conclusions and put forward strategic recs.

The answer required 25 references and you only include 20 in your bibliography.

3/20

Provisional grade subject to moderation and exam board 15%

Moderation - Mark agreed

Lack of engagement with appropriate literature, theories and models to underpin the assignment. This

is key at Masters level (and actually Level 6 too). The work is far too generic and casual to achieve higher marks unfortunately.

Regional policy makers and tourism stakeholders proclaim that the region needs to move towards more sustainable services and facilities, developing mainly the infrastructure. The tourism authorities in South-East Asia are taking their best efforts to develop tourism in Asia— e.g. through the campaigns like “Malaysia Truly Asia” it is vital that they identify the dangers of uncontrolled economic development. Sustainable development is a major conceptual framework for community and social development, and it typically incorporates a long term perspective on resource exploitation.

I would have expected to have seen a definition of sustainable development, one widely used for tourism-based communities such as the so-called “triple bottom line”. You could have critically examined policies and actions attempt to balance social, economic and environmental costs and benefits (see Hall and Lew, 2009). This is because tourism is often viewed as an economic activity first, although it can also be conflicted with the environmental and cultural conservation goals of community sustainability.

Sustainable development is also one of the most common prescriptions for making a community more resilient (see Edwards, 2009). The assumption is that a sustainable community is more resilient than a community that has not adopted significant sustainable development policies (see Folke et al., 2002).

You must seek writing and researching appropriately at this level.

PAGE 1



Comment 1

Tourism's



Comment 2

Marketing Plan as a Tourism Destination Strategy

PAGE 2



Comment 3

article



Comment 4

this is not the title?



Comment 5

supposed to be?

**Comment 6**

needs proof reading

**Comment 7**

proof reading needed to get the strategy correct

**Comment 8**

New paragraph needed

**Comment 9**

define and evidence - ie Butlers Tourism Destination lifecycle

**Comment 10**

strategies or theories?

**Comment 11**

useful?

**Comment 12**

from? and from?

**Comment 13**

work needs structuring and refer to the theories from the outset using paragraphs

**Comment 14**

which?

**Comment 15**

need stats to support this statement

**Comment 16**

evidence for statement and need to show on map and details of tourism numbers and development history

**Comment 17**

is it? evidence?

**Comment 18**

source

PAGE 3

**Comment 19**

where is this information from?

**Comment 20**

sources?

**Comment 21**

proofing needed

**Comment 22**

what about recent figures? where are visitors from?

**Comment 23**

how and why?

**Comment 24**

which mega events and what professional events? where do they market it?

**Comment 25**

define niche strategies / niche tourism? compare the growth or niche tourism and the decline in mass tourism? what are the advantages and disadvantages of each.

Need to consider Plog

**Comment 26**

Sources? when are these figures from?

**Comment 27**

you need to reference the sources of your information

**Comment 28**

discuss and cross reference this to marketing theory and target markets - which niche markets does Penang attract and what niche tourism does it offer?

PAGE 4

**Comment 29**

why and how?

**Comment 30**

are these the only two niche products? cultural tourism, watersports, heritage, religious tourism, events tourism and gastro tourism are all part of their strategy

**Comment 31**

evidence needed for all these statements. what culture and heritage do they have? what attractions ie temples etc and the pull of traditional heritage hotels such as Eastern Oriental which is part of Raffles group

what about cruise ships?

Domestic Tourism and International ?

Plog's tourist classification

Cohen's typology

Droxy's irridex

Butler's model

**Comment 32**

need evidence for all of this - where are your sources

**Comment 33**

how?

**Comment 34**

does it always? cultural tourism does not have to be rural



Comment 35

good - these need sourcing



Comment 36

proofing needed



Comment 37

evidence needed



Comment 38

Plogs theory is about tourist typologies....



Comment 39

sources



Comment 40

sources needed



Comment 41

need to discuss this



Comment 42

is it??



Comment 43

define sustainability



Comment 44

need research to support this



Comment 45

Batelr's ??



Comment 46

where is your discussion of the topic?



Comment 47

when was it introduced?

Aims?

Strategy?

approach

Branding?

Target Market?



Comment 48



Comment 49

evidence needed



Comment 50

need examples



Comment 51

proofing



Comment 52

discuss impacts



Comment 53

is it critical? to be critical you need research and stats to discuss and evaluate. You need to use theories and evidence to do this in order to reach clear and well researched conclusions and then offer strategic recs.



Comment 54

Incorrect title



Comment 55

what ad? Malaysia Truly Asia is a marketing campaign



Comment 56

KL is a city



Comment 57

no beach in KL -



Comment 58

what ad?



Comment 59

Need to have used theories and research to discuss this