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Revista de Antropología, Ciencias de la Comunicación y de la Información, Filosofía,
Lingüística y Semiótica, Problemas del Desarrollo, la Ciencia y la Tecnología

Año 35, 2019, Especial N°

21

Revista de Ciencias Humanas y Sociales

ISSN 1012-1537/ ISSNe: 2477-9385

Depósito Legal pp 198402ZU45



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A role of multiple stakeholder towards sustainable tourism in Setiu wetlands

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Abstract

This study investigated how stakeholders undertake their responsibilities in developing tourist destination towards sustainable concept in Setiu Wetland. The approach of this study was a quantitative method which involved 120 respondents. The respondents of this study come from domestic and international tourists. The results of the study show all stakeholders played a role as a stakeholder rightly in order to achieve sustainable tourism. In conclusion, each stakeholder should carry out its role and support the policies that have been

planned by the Government in order for all the planning in the right base.

Keywords: Theory, stakeholder, sustainable, tourism, Terengganu.

Un papel de múltiples partes interesadas hacia el turismo sostenible en los humedales de Setiu

Resumen

Este estudio investigó cómo las partes interesadas asumen sus responsabilidades en el desarrollo de un destino turístico hacia un concepto sostenible en el humedal de Setiu. El enfoque de este estudio fue un método cuantitativo que involucró a 120 encuestados. Los encuestados de este estudio provienen de turistas nacionales e internacionales. Los resultados del estudio mostraron que todas las partes interesadas desempeñaban un papel como partes interesadas con razón para lograr un turismo sostenible. En conclusión, cada parte interesada debe desempeñar su papel y respaldar las políticas que han sido planeadas por el Gobierno para que toda la planificación sea correcta.

Palabras clave: Teoría, stakeholders, sostenible, turismo, terengganu.

1. INTRODUCTION

The growth of the tourism industry in Malaysia tremendously increasing from years to years which has given a positive return to the country. Based on Malaysia Tourism Statistics, tourist expenditure in 2017 was 82.1 billion, with a total of 25.95 million tourist arrivals (Table 1.0). Based on the statistic, Tourism Malaysia targeting by the

year of 2020, Malaysia will receive a total of 30.0 million tourist arrivals with revenue of 100.0 billion employments where is a positive sign of the economic growth. The rapid development of the tourism industry opened to investors to invest in the industry, then instantly offer employment opportunities to the local people and drives exports around the world. Setiu Wetlands located in Northern Terengganu. Where, the wetland ecosystem consists of nine interconnected; Sea, beach, mudflat, lagoon, Estuary, River, Islands, coastal and mangrove forests Nakisah & Fauziah (2003) which is the one and only in Malaysia.

Setiu Wetlands also recognized in the National Eco-Tourism Plan (NEP) as a potential ecotourism destination with Environmental Sensitive Area (ESA) rank 1. In addition, it is the point of landing and endangered Turtle hatching a terrapin and classified as an endangered species by The IUCN Red List as endangered species. Therefore, this study examines the relationship between each stakeholder and how each stakeholder plays a role in sustainable tourism in the Setiu Wetlands.

Table 1: Tourist arrival and receipt to Malaysia

Year	Receipts (RM)	Arrivals
2017	82.1 Billion	25.95 Million
2016	82.1 Billion	26.76 Million
2015	69.1 Billion	25.72 Million
2014		27.44 Million

	72.0 Billion	25.72 Million
2013		
	65.4 Billion	25.03 Million
2012		
	60.6 Billion	24.71 Million
2011		
	58.3 Billion	24.58 Million
2010		
	56.5 Billion	23.65 Million
2009		
	53.4 Billion	25.05 Million
2008		
	49.6 Billion	20.97 Million
2007		
	53.4 Billion	

Source: Malaysia Tourism Promotion Board, 2018 (MTPB)

2. LITERATURE REVIEW

2.1. *The Stakeholder*

A stakeholder is defined as any person, group, or organization that can place a claim on an organization's attention, resource, or output or is affected by that output (Bryson, 1995; Savage et al., 1991). Meanwhile according to Pajunen (2006) stakeholder is those group who make a difference in the organization. Meanwhile, in tourism context according to Sautter and Leisun (1999), a stakeholder can also be defined as a group or individual who has a legitimate interest in the destination activities and thus has either the power to affect the destination performance and/or has a stake in its performance. Stakeholders also can be defined as the people and organizations who are involved in or affected by an action or policy and can be directly or

indirectly included in the decision-making process. Even some scholars defined stakeholders as a claimant, influencers or even a combination of both (Kaler, 2002; Weaver, 2006). Based on numerous definition clearly showed that individual or group of stakeholders is necessary within a body or organization (Rezaei & Nemati, 2017).

2.2. Public Sector

Basically, the public sector is divided into 3 namely federal, state and local government. In Malaysia, tourism related matters placed under the Ministry of Tourism, Arts and Culture (MoTAC). This ministry has been divided into top management, some divisions and units, as well as a number of departments and agencies such as Tourism Malaysia and Department of Culture and Arts. The functions of the ministry are crucial in the tourism industry because it has the ability and responsibilities in terms of defines the substance of tourism policy, allocation of funds, promotion and marketing activities and provides infrastructure in the process of developing the tourism industry. The commitment of the ministry in development will shape the tourism industry in the future (Deyhim & Zeraatkish, 2016).

Various initiatives have been taken and introduced such as the establishment of the National Ecotourism Plan (NEP), National Tourism Policy (NTP) and National Tourism Master Plan. Basically, the objective of the NEP is to assist the Government of Malaysia and State level in the development of Malaysia's ecotourism potential.

Besides that, the plan also where it has four strategies that have been highlighted, namely development of ecotourism sites, management of ecotourism, development progress in product and preparing the training and the ecotourism guides certification.

2.3. Tourism Malaysia & Tourism Terengganu

Since tourism sector is a new sector that has been introduced by the government, therefore, no allocation for the beginning as shown on 1st Malaysia Plan (1965-1970) but the amount getting high until today, 11st Malaysia Plan (2016-2020). An increment of fund allocation for the tourism industry is a sign of trust and capability of the industry in contributing to the national economy. Back to the year 1990, Ministry of Tourism, Arts and Culture have introduced the Visit Malaysia Year for the first time where Malaysia has received a total of 7.44 million tourist arrivals. In the early stage, the government only focusing on the exploitation of tourism based natural resources or eco-tourism as the main attraction of tourists to the country before shopping and MICE tourism introduced. In the long run, the attraction-based environment caused deterioration of the environment in particular, subsequently will give a negative impact on the environment, social and economy.

Therefore, in 1996 the implementation of National Ecotourism Plan 1996 was a sign of concern in developing the tourism industry in a balanced situation especially in the particularly sensitive environment

which explains and translate about planning, guidelines and the development of ecotourism in Malaysia.

2.4. Private Sector

The private sector essentially works based on the rationale of maximizing returns on investment. This is why efficiency is always associated with private sector performance as the primacy of profit motive helps to ensure that resources are used in the most efficient way and that input/output ratios are maintained at the right level. Where become a spearhead to the country's economy especially in selected heavy industries, which has replaced the role of the selected public sector. Technically in tourism, the private sector has taken an initiative to engaging in support services to industries such as food and beverage service, accommodation, transportation, guiding service, travel and finance service travel trade press, training establishment and private ports/post services Balalia (2011) where the services return a positive impact on the economy and wellbeing of the country. As an actuator to the policies and plans that have been planned by the public sector, the private sector also received incentives from either the State Government or the Federal Government (Mendonça et al, 2018).

3. METHODOLOGY

Population studies selected were from domestic and international tourists who age from 18 years old and above at Setiu

Wetlands. This study has used a quantitative method and a questionnaire as a method of collecting data. The sample size used is 120 respondents selected using convenience sampling because convenience sampling approach is an approach to collecting data from the population that is an easier approach for researcher due to the large population, cost and time. The questionnaire was distributed and collected directly, which consists of 4 sections close-ended questions the first section consists of question on respondent's profile, such as gender, nationality, race, religion, marital status, occupation, income, level of education, etc (Ayebo & Mrutu, 2019).

The next section was developed based on the respondent's level of agreement on the public sector, private sector, non-government organization (NGOs), local community and sustainable tourism at Setiu Wetlands. A demographic characteristic is analyzed using descriptive analysis for the purpose of seeing the frequency and percentage for each variable. While the average for each respondent, such as the public sector, the private sector, non-governmental organizations, local communities and sustainable tourism were analyzed by using 5 points Likert scale from strongly dissatisfied (value 1) to strongly satisfied (value 5).

4. FINDINGS

4.1. Profile of respondents

The findings of this study (see Table 2.0) have shown the highest percentage of respondents was male 54.2%, while the rest was female respondents. 84.2% of the respondents in this study were from Malaysia while 15.8% were from foreigners. From 15.8%, the highest foreign respondents were from India and China each of them with 3.3% while 1.7% were from Brunei, Germany and Iran each of them, then 0.8% were from Vietnam and Singapore each of them. This clearly shows that domestic tourists still dominated to visit the area compared to international tourists. A total number of respondents in this study were 120 people. Majority of the respondents was from the age 18-28 years old which are 46.7%, followed by 31.7% 29-39 years, 10.8% from 51-61 years old then 10% from 40-50 years old and the smallest respondent was 0.8% equal to 1 respondent. Most of them working in private sector, 39.2% then followed by 17.5% from the public sector, 13.3% self-employed, 12.5% students, 8.3% businesses, 7.5% others and 1.7% comes from pensioners.

Generally, the respondents were earned an income around RM1, 001-RM3000, followed by income RM1, 000 and below 21.7%, 16.7% from income RM3, 000-RM5, 000 and 12.5% income RM5,000-RM7,000. Besides that, almost half of them came from a good educational background, 43.3% were degree holder and above and followed by secondary school, diploma and others. Therefore, Setiu Wetlands is a tourist destination that can be reached by all types of income levels including lower class income and can be considered as an affordable destination. The majority race of the respondents in this study were Malays which is 76.7%, while Chinese were 13.3% and the

lowest race Indian 3.3%. Whereas, 77.7% of them were Muslim, followed by Buddha 9.2%. Majority tourists spent RM100-RM350, which is 30.8% and mostly stay 2-3days, 62.5%.

Table 2: Demographic profiles of respondents

ITEMS		Frequency	Percentage (%)
Gender	Male	65	54.2
	Female	55	45.8
	Total	120	100.0
Age	18-28	56	46.7
	29-39	38	31.7
	40-50	12	10.0
	51-61	13	10.8
	62-72	1	0.8
	Total	120	100.0
Nationality	International	16	13.3
	Malaysian	104	86.7
	Total	120	100.0
Nationality based country	Brunei	2	1.7
	China	4	3.3
	Germany	2	1.7
	India	4	3.3
	Iran	2	1.7
	Malaysia	104	86.7
	Singapore	1	0.8
	Vietnam	1	0.8
	Total	120	100.0
Race	Malays	92	76.7
	Indian	4	3.3
	Chinese	16	13.3
	Others	8	6.7
	Total	120	100.0
Religion	Islam	93	77.7
	Hindu	6	5.0
	Buddha	11	9.2
	Christian	4	3.3
	Others	6	5.0
	Total	120	100.0
Marital Status	Single	62	51.7

	Married	58	48.3
	Total	120	100.0
Occupation	Self employed	16	13.3
	Government	21	17.5
	Private	47	39.2
	Student	15	12.5
	Pensioner	2	1.7
	Business	10	8.3
	Others	9	7.5
	Total	120	100.0
Income	Below RM1, 000	26	21.7
	RM1, 001-RM3, 000	34	28.3
	RM3, 001-RM5, 000	20	16.7
	RM5, 001-RM7, 000	15	12.5
	RM7, 001 and above	12	10.0
	Others	13	10.8
	Total	120	100.0
Level of Education	Degree and above	52	43.3
	Diploma	24	20.0
	Secondary school	41	34.2
	Others	3	2.5
	Total	120	100.0
Category of Visit	First time	53	44.2
	More than once	67	55.8
	Total	120	100.0
Length of Stay	1 day	19	15.8
	2-3 days	75	62.5
	More than 4 days	26	21.7
	Total	120	100.0
Money spent during visit	Less than RM100	33	27.5
	RM101- RM350	37	30.8
	RM351-RM650	28	23.3
	RM651 and above	22	18.3
	Total	120	100.0

4.2. Descriptive Statistic

This study performed a descriptive analysis technique such as frequency and percentage was using SPSS software to examine the difference between the variables and items. The average value of the five points Likert scale was 3.0 as a medium scale. Tourist's perception towards the role of stakeholders in sustainable tourism items obtained a mean score above 3.0, except sustainable tourism part economy, which has a value of 2.92 and 2.90. The items were (tourism cause overcrowding problem for resident and tourism increase the air pollution) which means the respondents reject the statement. Overall have a mean score of 3.0. The range of public sector was 3.36. The private sector (m=3.56). Non-government organization (m=3.45). Local community (m=3.54). Environment (m=3.05). Economy (m=3.9) and lastly social (m=3.87) as shown in Table 3.0.

Table 3: Descriptive statistic for the variables

Variable	Items	Mean	Standard Deviation
Public sector	Government Planning	3.38	0.735
	Government Policy and Implementation	3.43	0.753
	Development Project	3.32	0.778
	Events	3.30	0.816
	More Promotional Activities	3.38	0.852
Private Sector	Accommodation service industry	3.64	0.765
	Transport service	3.58	0.816
	Food service	3.60	0.793
	Organization consciousness about environment	3.54	0.787
	Funding of public environment activities	3.43	0.707

Non-Government Organization	Management of protected area	3.58	0.773
	Training for local in sustainability	3.36	0.807
	Added value to Setiu Wetlands tourism product	3.32	0.745
	Raising public awareness of environment	3.43	0.857
	Advocacy Tourism Activities	3.58	0.875
Local Community	Involvement of Local Community	3.50	0.799
	Cleanliness of Local People	3.44	0.924
	Local Tour Guide	3.59	0.750
	Protect and Preserve Cultural	3.61	0.853
	Local people feedback and recommendation	3.49	0.830
	Local people value and protection and preserving culture	3.58	0.886
Sustainable Tourism Environment	Tourism cause overcrowding problem for residents	2.92	1.139
	Tourism increase the air pollution	2.90	1.133
	Tourism use too much water	3.13	0.995
	Tourism increase water disposal	3.13	1.130
	The construction of tourist facilities destroy the environment	3.19	1.087
Economy	Tourism create new job for local	3.98	0.814
	Tourism plays an importance role in the economic development of the area	4.04	0.924
	Tourism improves local standard of living	3.64	0.792
Social	Interaction with tourist is a positive experience	3.91	0.789
	Tourism development enhance more recreational opportunities for locals	3.79	0.849
	Overall quality of life	3.47	0.925
	Level of crime decrease	3.76	0.820

	Culture Tradition and Values increase		
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5. CONCLUSION

All stakeholders should have mutually cooperated to ensure the Setiu Wetlands remains as an ecotourism destination with a clear vision. Therefore, each stakeholder should carry out its role and support the policies that have been planned by the Government in order for all the planning in the right base. An initiative to gazette Setiu Wetlands as a first state park of Terengganu is a sign of good future of Setiu. Role of each stakeholder is vital especially for safeguarding the environment for the future generation.

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**UNIVERSIDAD
DEL ZULIA**

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Revista de Ciencias Humanas y Sociales
Año 35, Especial N° 21, (2019)

Esta revista fue editada en formato digital por el personal de la Oficina de Publicaciones Científicas de la Facultad Experimental de Ciencias, Universidad del Zulia.
Maracaibo - Venezuela

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