

# Impact of Tourism Activities on the Economy of the Community in The Coastal Area of Langkawi Island, Malaysia

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## Abstract

This article aims to identify the impact of tourism development among the community in Langkawi Island, Malaysia. This study uses a quantitative approach. The data used impact data collected primarily using a questionnaire given to 400 respondents among household heads. The analysis used is descriptive. The results showed that there must be a development impact, with more than 64 percent agreeing on the existence of the impact and felt by them in various economic matters. More than 80 percent of the community noted increased living standards, employment opportunities, income, investment interest, business, and ancillary income. This increase also negatively impacted the increase in prices of goods, services, real estate, housing, and cost of living. Significant changes can sprout up with the ability to own luxury items such as computers, mobile phones, ovens, microwave ovens, washing machines, air conditioners, vacuums, and water filters compared to 2000. In conclusion, the development of tourist land use dominates Langkawi Island, particularly positively impacting the local economy. The implications of this study can show how specific development planning such as tourism can have a positive impact and needs to remain further enhanced with the presence of specialized agencies such as the Langkawi Development Authority (LADA).

## Keywords

Duty-Free Zones; Geography; People Incomes

## INTRODUCTION

In the 1970s and early 1980s, most of the population of Langkawi Island still depended on traditional economic activities and subsistence, such as fishing and agriculture. However, after the island was declared a duty-free port on 1 January 1987 and awarded by UNESCO as the first Geopark in Malaysia and Southeast Asia on 1 June 2007, many changes have taken place. For example, in terms of economic activity, the level, current, and direction of development on the island. To balance the declaration's status, the government has

taken several steps to speed up the island's development. One of them is to make this island an exposition center, a conference center, and many others to encourage people to visit the island while also making it an international-level tourism hub.

The local community is seen to some extent accepting the splatter of the development process that is taking place. Some of them are also involved in various enterprises involving the tourism development sector. For example, they involve in restaurant and eatery enterprises. In addition, there are also those involved

with grocery and merchandise enterprises. No less also involved in the accommodation and tourism services industry. The development process is perceived to enhance the local community's living standards and socio-economic well-being. However, the extent to which the fact of the increase occurs. Do all local communities benefit from the tourism activities taking place on the island, or only some of them impacted by this development. If the island's continual development and economic success are perceived only by foreigners and not by locals, there is no purpose in aggressively developing Langkawi Island if the local community cannot benefit from it. As an international tourist destination, such isolated problems need to be refined. If such problems are taken lightly, the island's status as a tourist area may be viewed as skewed and thus can affect the country's economy as the country's income is contributed mainly by the tourism sector.

### **Background**

Since Langkawi Island was declared a duty-free port on 1 January 1987 and awarded by UNESCO as the first Geopark in Malaysia and Southeast Asia on 1 June 2007, the development process on the island has been very rapid. Among them was the development process in several areas, such as Pantai Cenang and Kuah. This rapid development process is seen to be spreading and spreading to create a tourist city atmosphere. Many concrete buildings were built to be used as hotels and business premises. This development process impacts the local community's socio-economy positively—for example, the people around Pantai Cenang and Kuah. However, the extent to which the process of urban tourism development positively impacts the population's socio-economy.

Therefore, to find out the impact of tourism activities that are taking place in Langkawi Island, research has been designed. The aspects studied to cover the types of tourism products available in Langkawi Island. In addition, this study will touch on the impact of tourism activities on the local community's socio-economy in Langkawi Island, either positively or negatively. Based on a study conducted by Ibrahim, Razak and Ahmad (2012), tourism development in a tourist destination contributes to various positive and negative impacts on the economy, environment, and society. A location becomes the focus of tourists due to the uniqueness of tourism resources available there. The influx of tourists on a large scale has succeeded in increasing the popularity of a destination which leads to the active involvement of the government in policy formulation, infrastructure planning, and land use planning, attracting the involvement of the private sector in providing quality facilities and services while encouraging local involvement in tourism while increasing their socio-economic status. However, the development of a destination is no exception to receive adverse effects as a result of tourism. Issues of environmental pollution, crime, social problems, economic benefits enjoyed by foreigners can contribute to its deterioration for the long term.

Tourism is one of the sources of income with great potential in the development of a country. The tourism industry is also able to generate income for local areas. Sustainable development must be designed efficiently to drive the economy. The beauty of the beach is an essential asset in the tourism industry. The study attempts to analyze the achievements of local government programs through the Development of Sustainable Tourism in the Pantai Cenang

area, which was formulated in the Pantai Chenang Area Special Plan. The study results found that some programs could not be fully implemented because there were significant challenges to change Pantai Chenang. The study results also found that the RKK Pantai Cenang program has not yet achieved the objectives of Sustainable Tourism Development as a whole.

Samad, Shukor and Salleh (2013) expressed the local community's perspective on the economic impact of tourism industry development. Thinking as a favorable opinion in which tourism industry development has provided suitable employment opportunities for local communities and encouraged outsiders to come and shop. As a result, it has increased the locals' income as the employment opportunities provided increase, especially those involving the business and tourism sectors. However, this development negatively impacts several aspects, such as an increase in house rents and land prices in the Langkawi Island area. Samad, Shukor and Salleh (2013) also stated that the local community impacts tourism industry development from an economic standpoint. The development of the tourism industry has provided suitable employment opportunities to local communities and encouraged outsiders to come and shop. The changes that take place are negative. However, the cultural aspect of this study shows that the cultural value among the local community is increasing. The changes are due to the promotion of cultural and artistic activities by various parties. Through the environmental aspect, the overall development of the tourism industry in Langkawi Island has helped preserve nature, such as forests and protected animals that are becoming extinct. However, the growing development of Langkawi Island is causing traffic congestion. The development of tourism in

Langkawi Island has a positive and negative impact on the local population in economic, social, cultural, and environmental.

Hamzah, Habibah and Nur Atiqah (2013) stated that tourism affects the quality of life of the people in Putrajaya, with the majority of the community giving a positive response. The five wellness domains developed to examine the impact of the tourism sector on the population's quality of life show that the overall impact is high. All aspects in the emotional, economic, community, and health domains and security were positive, while some social and cultural well-being domains had a negative relationship. The relationship is because residents feel that tourism does not impact significant cultural engagement and exchange. This fact is not surprising because, in general, tourism is entirely separate from the daily living space of the people. With the concentration of tourism events in key focus areas, residents do not feel these events affect and threaten the socio-culture of the residents as a whole.

A study on the impact of maritime tourism on the local community economy by Idris (2017) has created a development corridor that supports the development of tourism in Malaysia which attracts investment and provides employment opportunities. The development is evident when the tourism sector provided 492,000 jobs in 2006 while showing an increase compared to 2000 where only 390,600 jobs were created. It encourages the rate of urbanization as the population size has increased in the coastal zone since the onset of economic development. In addition, the impacts of maritime tourism as well have generated growth in other sectors—for example, transportation, hospitality, recreation centers, and shopping malls which are experiencing rapid development. Overall, the development of various sectors

positively impacts the rate of increase in national income.

The study of Razali et al. (2016) showed that the community gives positive and negative views on the impact of tourism development in Manjung Perak. Among them are business opportunities and job creation for the local community due to the rapid development of tourism and the development of small and medium industries and tourist attractions. However, there are negative impacts as it causes environmental pollution, biodiversity damage, and changing the landscape of populated areas. Ridho and Doris (2016) studied the impact of tourism industry development on the community in Pariaman based on a sustainable development approach. This study uses the "Sustainable Livelihood" approach, which involves five indicators: human, economic, social, natural, and institutional assets. The results show that the development of tourism in Pariaman leads to an increase in human, social, natural economic, and institutional assets. For example, the advancement of education to the locals has provided skills that help develop tourism. It has even encouraged increased employment opportunities in terms of economic assets. In addition, natural assets show that society is highly dependent on natural resources as their source of livelihood. Even the community to understand the importance of tourism development. However, social assets also show a negative effect where the development of tourism changes the community's way of life and a harmful lifestyle.

According to Bakri, Jaafar and Mohamad (2014), development in Langkawi is perceived as a symbol that upgrades people's lives, especially in terms of the economy that increases the income of the

people. Therefore, this study was conducted to identify the views on the changes in employment patterns and income of the population stimulated by tourism development. The study results showed that the locals could get employment opportunities to increase household income, which shows an increase in income over RM 1001-RM 2000 compared to before. This situation shows that the investment in tourism development in Langkawi by the government helps ensure that the locals benefit in terms of the economy and improved infrastructure.

Based on the study of maritime tourism and the socio-cultural perspectives of the community and tourists, the impact of tourism development on the peninsula's east coast can be seen from two different angles, namely positive and negative. Among the positive angles that can be seen are employment opportunities that involve the coastal population in particular and the increase in income due to encouraging local entrepreneurial activities. It can increase the value of land and improve the living standards of local people. However, this study also found adverse effects which create conflicts with local people, environmental effects, and socio-cultural effects. However, this study showed that the local population got more positive effects than the adverse effects stated.

Shariff and Abidin (2013) have studied community attitudes towards the impact of tourism, developing standard instruments in the Malaysian context. This study measures human attitudes towards the impact of tourism in Malaysia using an instrument called MACTIAS (Malaysian Community Tourism Impacts Attitudinal Scale). This scale has followed some procedural standards and suggests a reorganization of the stages involved. The new factors gained in the attitude of the

Malaysian society towards the impact of tourism are the economy and the environment, while socio-cultural is no longer considered the main impact of tourism in Malaysia. Based on the study, the Malaysian community also has a strong awareness of tourism development. Also, they have a substantial value on the historical and cultural aspects of their lives. These conditions determine the socio-cultural impact on tourism, although these factors are named differently than other studies. All items in this instrument represent the overall tourism impact in Malaysia, which covers economic, environmental, and socio-cultural aspects.

Marzuki (2012) studied the views of local people on the economic impact of tourism development in Phuket. The study was conducted as Phuket has been experiencing development since 1980. The development and investment for development in Phuket by the government and the private sector have made Phuket a tourist destination both locally and abroad. Therefore, a study was conducted to explore and identify the impact of tourism development and the views of local people. The results show that the four factors representing this study are economic benefits, cost of living, economic cost, and supporting the local economy. Among the views of the locals stated that the residents earn a high income. The local economy is improving, the value of land and homes is rising, and living costs are rising. In general, the locals show a positive view instead of a negative impact on the tourism industry in Phuket.

Salleh et al. (2014), in their study of tourism industry development and impact on local communities in Langkawi, emphasize four crucial economic, social, cultural, and environmental factors. This study shows that economic, social, and cultural have a positive impact on the community in Langkawi. On the other

hand, the environmental factor was discovered to have a negative impact, as there was a degradation in the quality of the environment based on the views expressed by the local people. In general, the local community views the tourism industry as leading to a positive impact as a whole. Among them is providing employment opportunities to locals and attracting investors to Langkawi and can encourage tourists to come and stay in Langkawi. Therefore, the involvement of all parties, especially the government and the private sector, is called upon by the local community to be more proactive in developing the tourism industry in Langkawi for more sustainable tourism development in the long term.

Syaripudin (2016) studied the views of local people on the impact of ecotourism development in Semporna, Sabah. This study focuses on the economic and environmental environment as ecotourism development is primarily an essential aspect of globalization's current era to develop the tourism industry. Based on the study's findings, the development of ecotourism has a positive impact on the environment because the level of cleanliness in the tourism center is emphasized, and even marine life is increasingly protected. In turn, economically, it can improve living standards. While in terms of social shows, ecotourism development activities improve infrastructure and infrastructure facilities compared to other social impacts. Overall, the development of ecotourism impacts the economy, society, and environment, which is an essential source of ecotourism activities.

Razali et al. (2016) studied community views on tourism development in Manjung, Perak, to identify the community's views on tourism development who have different opinions. The results show a positive impact on tourism development, especially in

business opportunities and job creation for local communities. However, most of the community views do not agree with the tourism development that is taking place as it harms society and the environment. In conclusion, the concept of sustainable tourism development and the involvement of local communities is needed for the success of tourism development.

Sawant's (2017) study in Aurangabad district shows that tourism development has a negative and positive impact on the population's socio-economy. Based on the study, most respondents agreed that the positive effects of tourism development in economic terms include job creation, entrepreneurial development, increased investment by foreigners, and others. However, the positive effect is considered a negative effect on the population because the effect is seen not to benefit or benefit the locals. After all, non -locals mostly pioneer the tourism sector. A study by Sawant (2017) showed a positive social impact on the population in Aurangabad district, covering the development of infrastructure and public facilities, cultural preservation, and some less significant effects. However, the residents also face congestion, garbage problems, and environmental damage due to tourism development.

The following study examines the impact of tourism activities on the socio-economy in the Issyk-Kul region, a Kyrgyzstan province. Issyk-Kul region is the most visited region. Even the impact of tourism on economic and social growth in the Issyk-Kul region is also positive. Even the tourism industry in the Issyk-Kul region strongly emphasizes its socio-economic function, where it can reduce unemployment to reduce the flow of migration among locals previously done in search of employment. The subsequent positive impact that occurs is that tourism conducted in this region does

not consume natural resources but can preserve the environment. Overall, based on the study of Kozhokulov et al. (2019), tourism activities in the region promote economic growth, while the tourism economic sector has a substantial impact on society.

Subsequent studies are also related to tourism areas that consider the socio-economic impact of the oldest marine park in Africa, the Tsitsikamma National Park. A study by Oberholzer et al. (2010) found that the park has a positive economic impact on the surrounding area and the local population as it is located in a tourist area. Among the effects of tourist spending in this area, employment opportunities and business development. Next, there is an increase in the number of tourists in social terms so that parking is limited during the peak season. This study also shows that tourism activities are not concerned with conservation, but it benefits the local community in Tsitsikamma National Park.

Salleh, Shukor and Idris (2017) study the impact of tourism development on the human environment covering the social and cultural economy and the community's physical environment in Tioman Island. Overall, the community had a positive impact, where the most dominant impact on the local community was social, followed by environmental, cultural, and economical. In terms of social tourism, a development further encourages the community to communicate in foreign languages, especially English. Further development of tourism in Pulau Tioman has enhanced the image and the view of traditional Malay villages. In addition, the economic aspect can increase community income, create new employment opportunities and develop basic facilities.

According to Arsad (2016), in a study in Pengkalan Gawi, Tasik Kenyir has found

that some changes occur after studying the impact of tourism development on the local community. The change in terms of culture does not significantly impact the population because they still practice the same culture. The impact of tourism development in Pengkalan Gawi also provides an opportunity for residents to enjoy the facilities provided. Furthermore, in terms of economy, it has opened up business opportunities and increased the income of the local community involved in the tourism development industry in Pengkalan Gawi.

The following study assessed the socio-economic impact through tourism development in Cox's Bazar, Bangladesh. Bangladesh is one of the countries that makes tourism a measure of development because it can reduce poverty and improve living standards. Based on Rahman (2010), among the positive effects of tourism development in Cox's Bazar, Bangladesh has increased employment opportunities and income, improved living standards, investment, development of infrastructure and basic facilities, and new business space to venture. However, most of the positive economic impact is enjoyed by outsiders rather than locals. Meanwhile, in terms of social, it opens up space for women to participate in education, decreased out-migration, and more secure social security. Furthermore, it also negatively impacts the displacement of the poor from their land, the widening social gap, and the cultural heritage that is increasingly eroded due to tourism development.

The tourism industry on the island is also one that has a significant impact on tourism development in a place and a community. Based on Sharif's (2017) study has focused on local entrepreneurs and locals. The economic impact shows that island tourism provides employment opportunities, opens up space to improve the quality of life, and

provides entrepreneurial opportunities to the local community. However, it also has a negative impact which causes an increase in the cost of living, rising land prices, and prices of goods. The social impact of island tourism can provide basic facilities, diversify culture and enhance the image of the local community. However, it has a negative effect when the lifestyle of a foreign culture is followed, thus affecting the traditions of the local community.

## RESEARCH METHOD

This study uses a quantitative approach. Quantitative methods involve using questionnaires to obtain information related to respondents, changes in the population's socio-economic status, and the impact of tourism development on the socio-economy of the population, such as the impact on the economy; questionnaire instruments were used. Questionnaires were distributed to heads of households living around Mukim Kuah and Mukim Kedawang. Interviews were conducted to obtain more information on changes in the socio-economy population's socio-economic status and tourism development. Face-to-face interviews were conducted with residents to get a clearer picture of changes in socio-economic status and their impact on the study area.

The validity of the questionnaire constructed in this study the questionnaire was reviewed by five experts consisting of university lecturers. A total of 400 people were selected as a representative sample of the population. Sample selection is based on the sample size determination table by Krejcie and Morgan (1970) compared to the population in Pantai Cenang (Kedawang sub-district) and Kuah (Kuah sub-district) is known to be 78 891 people (Department of Statistics, Malaysia, 2010). The pilot study was implemented on 1 May 2018, involving 30 people around Pekan Kuah and Pantai

Cenang. Next, to measure the reliability (reliability test) of the items of the questionnaire constructed, the researcher used Cronbach's Coefficient Alpha ( $\alpha$ ). The table shows the Cronbach Alpha size coefficients used in evaluating the reliability of the study instruments.

**Table 1.** Cronbach Alpha Coefficient

Range	Relationships Strength
$\alpha < 0.6$	Weak
$0.6 < \alpha < 0.7$	Moderate
$0.7 < \alpha < 0.8$	Good
$0.8 < \alpha < 0.9$	Very Good
$\alpha > 0.9$	Excellence

Source: Nurul Nazirah and Khairul Anuar, 2016.

After performing the Cronbach Alpha test on the questionnaire instrument, the value obtained was good at 0.793. This indicates that all items of the questionnaire are acceptable. Statistical Package for Social Science (SPSS) software was used to obtain primary data from the questionnaire. This software is used because the data obtained are more detailed and comprehensive. In carrying out this study, a descriptive statistical analysis method was used. Descriptive statistical analysis involves frequency and percentage statistics.

## FINDINGS AND DISCUSSION

Table 2 shows the impact of tourism development in terms of the economy in Langkawi Island. The majority (258 people) agreed that tourism development improves the living standards of the local community, representing 64.5 percent, followed by 91 people or 22.8 percent strongly agree, 23 people (5.8%) disagree, 20 people (5%) disagree and the remaining eight expressed their strong disagreement. Therefore, it can be concluded here that the development of tourism has indeed improved the living

standards of the local community in line with the findings presented by Styliadis et al. (2007); Rahman (2010); Ray (2012); Enemu and Oduntan (2012); Dumitru (2012) and Nayak and Prabhu (2015).

Following that, a descriptive analysis of the influence of tourism development on job prospects is presented. A total of 218 people agreed, representing 54.5 percent, then 144 people or 36 percent strongly agreed, 19 people (4.8%) said they disagreed, 13 people (3.3%) said they disagreed, and the remaining 6 people said they strongly disagreed. Based on observations around Pantai Chenang and Kuah, it was found that the economic sector in the area showed growth where many new business premises were developed. For example, restaurants, clothing stores, motels, and many others. Through the development of these businesses, premises have indirectly offered employment opportunities to residents. Studies by several authors also show a similar pattern of development, for example, in a study by Ibrahim (2001); Yussof et al. (2007); Asan Ali et al. (2009); Ahmad et al. (2010); Salleh et al. (2017); Samad et al. (2013); Bakri et al. (2014); Ridho and Doris (2016); Razali et al. (2016); and Idris (2017).

Meanwhile, for the analysis of views on tourism development to increase household income by 230 people, representing 57.5 percent agreed and another 96 people, 24 percent expressed the view strongly agree that the tourism development process will increase household income. Meanwhile, 50 people or 12.5 percent disagreed, 18 people or 4.5 percent disagreed, and six people or 1.5 percent strongly disagreed that the tourism development process will increase household income. Based on these findings, it can be concluded that tourism development does indeed increase



**Table 2.** Economic Impact of Tourism Development (percentage)

Item	No Impact	Positive Impact
Improving the living standards of the local community	13	87
Increase employment opportunities	10	91
Increase household income	19	82
Attract outsiders to come to invest	12	88
Provide opportunities for the local community to do business	12	89
Generate ancillary income to the local community	11	89
Increase the price of goods	24	76
Increase the price of services	21	79
Raising real estate prices	15	85
Raising housing prices	19	81
Increasing the cost of living	19	82
Reduce out-migration of people from Langkawi Island to the mainland	32	68
The decline in the traditional employment sector	32	68

household income. These findings also support the study conducted by Bakri, Jaafar and Mohamad (2014) that development in Langkawi increases household income where the total increase in income earned by the population is more than RM 1001-RM 2000 before.

In addition, 213 people (53.3%) agreed that tourism development in Langkawi Island attracts outsiders to come and invest. 140 people or 35 percent felt strongly agree, and the rest felt less agree, disagree and strongly disagree, i.e., 28, 15 and four people respectively. This shows that most people think that tourism development on Langkawi Island has attracted outsiders to come and invest in this island. If observed, the tourism activities on this island attract outsiders to invest in this island. Many luxury hotels are developed around the island, especially around Pantai Cenang, where the owners are outsiders instead of locals.

Next is an analysis of Langkawi Island's views on tourism development to provide opportunities for the local community to do business. Based on the table, most of the community answered agree and strongly

agreed, namely 211 people (52.8%) and 143 people (35.8%). Others stated that they disagreed with 30 people (7.5%), disagreed with 13 people (3.3%), and strongly disagreed with 3 people (0.8%). The development of tourism in Langkawi Island has encouraged the local community to run medium and small businesses. For example, restaurant businesses, clothing stores, gift shops, grocery stores, and so on. Based on these findings, it can be concluded that tourism development in an area does provide opportunities for local communities to conduct business (Pantiyasa & Supartini, 2015; Arsad, 2016; Rhaman, 2016; Piuchan et al., 2018; Sang et al., 2018). As for the community's view on tourism development generates ancillary income to the local community, the majority of the community agrees that tourism development generates ancillary income to the local community, which is 356 people. While only 30 people disagreed, 10 disagreed, and 4 more strongly disagreed. This means that tourism development in Langkawi Island does indeed generate ancillary income for the local community.

The subsequent analysis is related to the public's view on tourism development increasing the price of goods. The analysis found that the community mostly agreed and strongly agreed, namely 176 people (44%) and 129 people (32.3%). While some others disagreed with 54 people (13.5%), disagreed with 30 people (7.5%), and strongly disagreed with 11 people (2.8%). Most of the community commented, stating that the rapid development of tourism in Langkawi Island has increased the price of goods, especially essential goods and food. Although the island is given a duty-free island, most goods on the island are costly and quite burdensome for the locals. Past studies such as Vijayanand (2012); Nayomi and Gnanapala (2015); Sharif (2017); Sang et al. (2018); Letoluo and Wangombe (2018) also showed the same findings that the development of tourism in an area causes an increase in the price of goods. Furthermore, for views related to tourism development to increase the price of services, a total of 186 people agreed, representing 46.5 percent, then 131 people or 32.8 percent strongly agreed, 54 people (13.5%) said they disagreed, 19 people (4.8%) stated disagree and the remaining 10 people stated they strongly disagreed. Based on Table 2, most communities gave a nice view on tourism development, increasing property prices by 190 people. The rest strongly agreed with 149 people, disagreed with 35 people, disagreed with 15 people, and strongly disagreed with 11 people. A study by Vijayanand (2012); Marzuki (2012); Samad et al. (2013); Nayomi and Gnanapala (2015); Sharif (2017) as well as Letoluo and Wangombe (2018) and also showed that tourism development increases property prices in an area.

Next is an analysis of tourism development increasing housing prices. In the majority, the community agreed and

strongly agreed that tourism development in Langkawi Island increased housing prices by 169 people or 42.3 percent and 155 people or 38.8 percent. Others stated that they disagreed, disagreed, and strongly disagreed, namely 42 people, 21 people, and 13 people. Most people state that housing prices in Langkawi Island are prohibitive, especially in the Kuah Town area. Based on interviews with the community, they stated that the value of the latest houses in the Kuah Town area is between RM350 thousand to RM 600 thousand. According to them, there are also more expensive houses that cost up to RM1 million. Therefore, it is not surprising if some islanders have to rent a house because they cannot afford to buy their own house. The findings of this study are in line with the study conducted by Castela (2018) and Vijayanand (2012) that tourism development increases housing prices. For the analysis related to the community's view on tourism development to increase the cost of living, a total of 172 people agreed that tourism development increased the cost of living of the local community, representing 43 percent, followed by 172 people or 43 percent strongly agreed, 48 people (12%) meanwhile stated they disagreed, 16 people (4%) stated they disagreed. The remaining 10 people stated they strongly disagreed.

Therefore, based on the findings, it can be concluded that tourism development increases the cost of living of the local community. According to Sang et al. (2018), tourism development in an area is not spared from the rising cost of living. This is due to the rising prices of goods and services in the area. Studies by Marzuki (2012) and Sharif (2017) also reported that tourism development increases the cost of living of the local community. Next, the following analysis is related to the

**Table 3.** Percentage Change in Home Appliance Ownership Among the Community

Equipment Type	2000-2005	2005-2010	2010-2015	2015-2017	2000-2017
	$\Delta\%$	$\Delta\%$	$\Delta\%$	$\Delta\%$	$\Delta\%$
Television	4%	3%	1%	1%	10%
Computer	13%	13%	7%	6%	43%
Cellular Phone Fixed Lines	3%	3%	-4%	5%	8%
Mobile Phones	12%	8%	2%	1%	25%
Video/VCD/DVD	5%	9%	0%	3%	17%
Refrigerator	4%	2%	2%	1%	9%
Oven	6%	13%	12%	9%	47%
Microwave oven	10%	17%	8%	3%	44%
Washing machine	4%	4%	4%	1%	14%
Stove	3%	2%	2%	1%	7%
Air conditioner	10%	15%	15%	11%	61%
Vacuum	10%	12%	6%	5%	37%
Water filter	11%	15%	15%	9%	60%

Note:  $\Delta\%$  Percent Change.

community's view on tourism development to reduce the migration of people from Langkawi Island to the mainland. A total of 178 people agreed, representing 44.5 percent, then 95 people or 23.8 percent strongly agreed, 78 people (19.5%) said they disagreed, 36 people (9%) said they disagreed, and the remaining 13 people (3.3%) stated they strongly disagreed. Most communities seem to agree that tourism development reduces the migration of people from Langkawi Island to the mainland. Based on Rahman (2010), among the positive effects of tourism development is declining migration.

In addition, for the analysis of community views on tourism development causing a decline for the traditional employment sector, a total of 179 people representing 44.8 percent agreed, and another 93 people representing 23.3 percent strongly agreed that the tourism development process would cause a decline for the traditional employment sector. Meanwhile, 85 people or 21.3 percent disagreed, 31 people or 7.8 percent disagreed, and 12 people or three percent strongly disagreed that the tourism

development process would decline the traditional employment sector. If we look at a few decades ago, the people's work on the island of Langkawi revolved around traditional activities, especially in the fisheries and agriculture sectors. However, now, most residents are starting to venture into more modern economic sectors such as services, management, and business. Therefore, it can be concluded here that tourism development has led to a decline in the traditional employment sector. The results of this study are in line with the findings found by Enemu and Oduntan (2012). Table 3 shows the percentage of temporal change in the ownership of goods that shows an increase in the living status of society. The change can be seen with the increase in all necessities from 2000 to 2017. Many luxury items have been owned, such as computers, mobile phones, ovens, microwave ovens, air conditioners, and water filters, compared to old items such as gas stoves.

## CONCLUSION

In conclusion, based on the findings obtained, it is found that most of the

population is seen to experience a significant improvement in socio-economic status. If we compare the population's socio-economic status in 2000 and 2017, many changes have taken place. For example, in terms of the employment sector of the population, total household income, ownership of property and vehicles, and ownership of equipment and services. The findings also show that the local community is seen to receive positive and negative impacts from tourism activities on the island of Langkawi.

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