MANAGEMENT AND PROMOTION OF TOURISM PRODUCT USING GIS

Solihah Binti Mahamuda, Tarmiji Masronb, Azizan Marzukib and Mohd Azam Osman c

aGeographic Section
School of Humanities
Universiti Sains Malaysia
11800 USM, Penang, Malaysia

bSchool of Housing, Building and Planning
Universiti Sains Malaysia
11800 USM, Penang, Malaysia

cSchool of Computer Sciences
Universiti Sains Malaysia
11800 USM, Penang, Malaysia

Abstract

Malaysia’s economic success and its rapid development have brought enormous benefits to the people. Tourism, as the second largest contributor to the GDP (Gross Domestic Product), is the outcome of travel and tourists spending while visiting the country. The success of tourism in any country depends on the ability of the country to sufficiently develop, manage and market their tourism facilities and activities in the country. To manage this industry, it needs adequate access to information on tourism facilities, destinations and services and also a comprehensive spatial database on tourism facilities and destination. By using GIS (Geographic Information System), a common platform can be defined to provide a spatial database. The resulting database is an essential tool for decision-making in tourism management where with GIS it can achieve, analyzed and displayed tourism information for efficient management and promotion of the tourism industry. Tourism industry in this country is in fact highly dependent on the beautiful islands in Malaysia. Therefore Langkawi Island was chosen as the study area because it is the most developed and well-known holiday destination. This paper will give a background on tourism at Langkawi Island and what factors affecting development of tourism in Langkawi and how their development on tourism. This paper also discuss the importance of spatial database development and why we need GIS. An analysis of the shortfalls of the system in place was investigated and a discussion on the initiative and advantages for the development and the implementation of GIS in the organisation will also be presented in this paper.

Keyword: Tourism management, Spatial database, Geographic Information System