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THE RELEVANCE OF SCUBA DIVING ACTIVITIES AS A TOURIST ATTRACTION ON PANGKOR ISLAND

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Abstract

Scuba diving tourism is one of the tourism products that contributes to Malaysia's economic returns. There are three main issues underlying this research problem, namely the validity of Pangkor Island as a scuba diving tourism destination in Malaysia, the confusion about Pangkor Island's actual status as a scuba diving tourism destination in Malaysia based on tourism agency promotions and souvenir sales, and past studies conducted by local scholars. To obtain validity, several stakeholders were made respondents of the study, namely foreign tourists, local residents, and resort entrepreneurs. This study aims to identify the characteristics of tourist attractions on Pangkor Island based on the perceptions of foreign tourists and local communities, examine the involvement of local communities in tourism development, and the level of their knowledge about scuba diving tourism. Furthermore, it examines whether this activity is a characteristic attraction that drives international tourists to visit Pangkor Island based on the stated attraction characteristics and the scuba diving activity service offerings by hotel and resort entrepreneurs there. This study uses a quantitative approach and is supported by a qualitative approach. The research methods used are face-to-face interviews using questionnaires, observations, and in-depth interviews. The study's findings on 125 foreign tourists, 179 local communities, and 42 hotels and resorts show that Pangkor Island is not relevant as a scuba diving destination. All three stakeholders gave negative responses to this research problem. For foreign tourists, the main attraction stated is the beach and the sea, as well as the attractive natural environment, which is 71.4%. Local community interviews showed that Pangkor Island is not popular as a scuba diving destination, which is 52.0%, and resort analysis found that scuba diving package offerings are only offered by four out of 42 resorts and hotels on the island, and only if there is demand. The study's findings indicate that scuba diving is not popular as a tourist attraction there. Therefore, this study's findings reject the Professional Association of Diving Instructors (PADI) statement that places Pangkor Island as a scuba diving tourism destination. In conclusion, this research contributes to the academic discipline, particularly in service geography and tourism, and policy makers such as the Malaysian Ministry of Tourism.

Keywords: Scuba diving tourism, Stakeholders, Tourist attractions, Validation

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INTRODUCTION

Tourism plays a crucial role in the development of a country. The tourism industry is an effective medium in advancing a country's economy and the development of a region (Dahles & Bras, 1999). Economic activities related to travel and tourism are expected to continue to grow with revenue reaching up to US\$7.0 trillion in 2011 (Goeldner & Ritchie, 2003). According to analysis by the United Nations World Tourism Organization (2003), tourism is one of the world's largest export industries (Burns & Holden, 1995). In fact, international tourism is an important industry for most developing countries as it is capable of generating high foreign exchange earnings, contributing to the overall economy and providing major employment opportunities (Harrison, 2004; UNWTO, 2009). The number of tourists worldwide is expected to continue to increase by 4.3% each year. By 2020, it is estimated that there will be 1.6 billion tourists (Giulianotti, 2002).

In Malaysia, tourism is the fifth largest industry and one of the main sectors contributing to the Malaysian economy. According to the 2011 Budget Report, this sector contributed RM53 billion to the country's economy in 2009 and increased to RM58.3 billion in 2011. Malaysia received international tourist arrivals of 16 million people in 2004, which increased to 24.7 million people in 2011 (www.motour.gov.my, accessed on 15 April 2012) and ranked ninth in terms of tourist arrivals (United Nations World Tourism Organization, 2012). The Gross Domestic Product (GDP) in 2012 recorded a growth of 12% with revenue from this sector reaching RM62 billion.

In the mid-1990s, scuba diving tourism was among the alternative tourism activities that were rapidly developing and popular at the international level. This makes scuba diving one of the alternative tourism activities that contribute to a country's revenue through the foreign exchange system between the countries concerned (Uyarraa & Côté, 2007; Garrod & Gosling, 2007). According to Cheryl (2010), scuba diving tourism is one of the alternative tourism attractions whose development is the fastest. This is evident through the number of licensed divers which reaches one million people annually with a growth of 14% per year (PADI, 2012). It is classified as a high-performance tourism that has a bright future prospect and provides significant returns to a country's economy.

The attraction of scuba diving activities has become a profitable tourism product for several countries in the world. It is able to expand the sub-sector market in the world tourism agenda (Bennet, 2003; Dignan, 1990). The revenue of some countries such as Greece is highly dependent on the scuba diving industry, while other countries such as Malta, Egypt, Maldives and Turkey also benefit from this type of tourism due to the inflow of currency to their countries (Garrod & Gosling, 2008). Countries rich in water resources and marine life such as natural landscapes, various species of aquatic animals and plants, underwater

caves and volcanoes, and others benefit greatly from this tourism (Hall, 2005; Alban et al., 2008; Peters & Hawkins, 2009). Therefore, Malaysia is also noted as one of the popular scuba diving destinations in the world. This is because it is rich in marine environment located in the Indo-Pacific Basin (Jabil, 2010). Scuba diving tourism is one of the tourism products that provides high-impact income to Malaysia.

PROBLEM STATEMENT

The issue being studied is the relevance of Pangkor Island as a scuba diving tourism destination. In the field of tourism, promoting through various media is important to attract tourists to a destination. The strength, uniqueness, and distinctiveness of a location can attract both international and domestic tourists to visit the destination. Pangkor Island is known as one of the popular island tourism destinations in Malaysia, along with several other resort islands such as Langkawi Island, Redang Island, Tioman Island, Perhentian Island, and Sipadan Island.

Recently, there have been several sources stating that Pangkor Island is a scuba diving tourism destination. This claim is based on a literature review of the research findings of several researchers who associate scuba diving tourism activities with some issues in Pangkor Island (Saliza et al., 2011, Norsyaidah et al., 2011, and Rosniza Aznie, 2011). Norsyaidah et al. (2011) examined the implications of marine tourism, namely scuba diving and snorkelling activities, on entrepreneurship and sustainability aspects in Pangkor Island. Saliza et al.'s (2011) study, on the other hand, is related to the impact of scuba diving and snorkelling activities on socio-economic and environmental aspects. Such research results presented in conference papers, book chapters (Saliza et al., 2011, Norsyaidah et al., 2011), and journals (Rosniza Aznie, 2011) seem to indicate that Pulau Pangkor is a popular scuba diving tourism destination. However, based on an email inquiry with a scuba diving researcher and expert, Ghazali Musa, he explained that scuba diving tourism is no longer relevant in Pangkor Island. This conflicting opinion and research findings between researchers related to the actual situation could be one of the sources that can form the basis of the research problem.

Secondly, information about a tourism destination issued by a recognized institution usually becomes a tourist reference before visiting the destination, especially if it can be accessed online. The Professional Association of Diving Instructors (PADI) is the world's largest recreational scuba diving training and certification organization founded in 1966. Through the information provided by PADI, Pangkor Island is one of the scuba diving destinations mapped in Malaysia. With PADI's reputation as a global organization that is involved in research, statistics, location mapping, offering courses and training, and

supplying scuba diving equipment, its website will undoubtedly be the main reference for scuba diving enthusiasts from all over the world.

The question is whether the information about the mapping of Pangkor Island as a scuba diving destination by PADI is based on outdated sources and not updated, or if it is still displayed on their website until now. Therefore, this scenario encourages this study to find out the extent to which Pangkor Island is relevant as a scuba diving tourism destination to avoid confusion among international tourists and to prevent a negative image from being portrayed to the tourism sector in Pangkor Island.

LITERATURE REVIEW

Dive tourism

Scuba diving tourism is a trip to a destination for the purpose of diving, whether it's on a remote island, an archipelago off the coast, or a coastal area of a country. It involves at least one diving expedition (Jabil, 2010). Scuba diving tourism involves individuals traveling from their home to spend at least one night actively participating in one or more diving activities, and it combines sports, vacation, marine tourism, cultural tourism, nature tourism, and eco-tourism. In addition to the opportunity to see marine flora and fauna at the sea bottom, they can also encounter cultural effects, ruins, and remnants such as historic shipwrecks (Garrod and Gossling, 2008). According to Tabata (1992), scuba diving is a special form of tourism that offers scuba diving as the main activity during a traveller's vacation. Diving activities involve a combination of cruising and exploration of the sea bottom. It is also related to studies of caves, archaeology, photography, fishing activities at the sea bottom, and gastronomy (Gržinić & Zanketić, 2009).

Before the concept of scuba diving tourism became popular, most activities associated with it included snorkelling, free diving, and fishing activities that fall into the categories of island tourism, marine tourism, eco-tourism, and sports tourism (Jabil, 1999). According to Tourism Queensland (2003), an attractive diving destination is one that has a healthy marine environment, complete and accurate information throughout the entire trip, a variety of diving locations such as shipwrecks, deep trenches, and coral reefs, good visibility, and rich with various marine species.

Operationally, scuba diving tourism involves a person's participation in scuba diving activities throughout their trip to a destination, even if they only dive once. It must be the main purpose of their visit to the destination and they must stay there for more than 24 hours. In the context of this study, the researcher wants to identify whether the purpose of travellers coming to Pangkor Island is solely for scuba diving, including travellers who make scuba diving an incidental activity during their stay on the island.

Stakeholders In Tourism

Stakeholders in tourism refer to those who are directly or indirectly involved in the sector, whether in the service or business sectors related to tourism itself. Freeman (1984) defines stakeholders as any party or individual who impacts or receives impacts from the formation of an organization's objectives. In the tourism sector, there are many stakeholders involved who both receive and give impacts to the tourism industry itself. Among the stakeholders in tourism are tourists, residents, and local authorities (Saftic et al., 2011).

STUDY AREA

Pangkor Island is located on the coast of the Malacca Strait at latitude 4° 12'50" North and longitude 100° 34'30" East. Its area is 22 km², including Pangkor Laut Island, which covers 1.3 km². According to the Pangkor Penghulu, Tuan Haji Marzuki, the population of Pangkor Island is 12,999 people (Table 1). Pangkor Island is a group of ten islands, including Pangkor Island and nine other small islands, namely Pangkor Laut Island, Mentagor Island, Giam Island, Dua Island, Tukun Pelan Island, Fukun Terindak Island, Batu Orang Tua, Simpan Island, and Jarak Island.

Table 1 : Total local residents

Location	Total Local		Total
	Man	Women	
Teluk Raja Bayang	3860	2120	5980
Teluk Dalam Village	168	141	309
Teluk Gedung Village	385	367	752
Sg. Pinang Besar Village	3372	2094	5466
Teluk Kecil Village	254	238	492
Total	8039	4960	12,999

Source: Office of the Village Chief of Pulau Pangkor (2012)

Pangkor Island is located about 85 km west of Ipoh, the capital of Perak, and 3.8 nautical miles from Lumut. The island is separated from the mainland of the Peninsula by the Dinding Strait (figure 1). Together with Lumut and Setiawan, Pangkor Island has formed a sandy beach, muddy beach, and mangrove swamp area in Perak State, covering about 200 km. Accessibility to Pangkor Island is high. Visitors can reach the island by ferry from Lumut. Before May 3, 2010, tourists could also fly to Pangkor from Subang Airport through Berjaya Air, but now the airport is no longer operational for domestic flights. Only private planes land at the airport (Manjung Municipal Council, 2012).

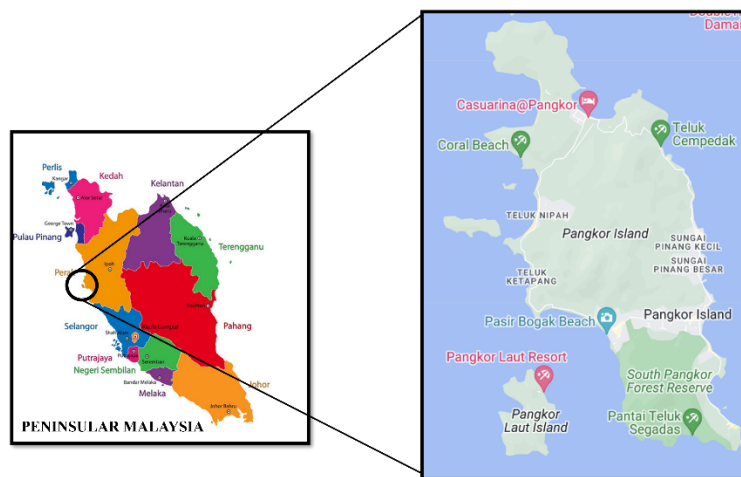


Figure 1: Map of Pangkor Island

METHODOLOGY

The research was conducted using both quantitative and qualitative approaches. The quantitative approach was conducted on 125 foreign tourists and 179 local community members. Checklist analysis was also used for the 42 hotels and resorts on Pangkor Island, while the qualitative method (in-depth interviews) was conducted with tourism officials at the Manjung Municipal Council.

FINDINGS OF THE STUDY

Respondents' Demographic Profile

The study sample involved a total of 125 foreign tourists, 179 local community members, and 42 hotels and resorts on Pangkor Island. Table 2 shows the demographic profile of foreign tourists. The demographic characteristics of tourists considered and discussed were related to country of origin, gender, age, occupation, and education level. Out of 125 respondents, 63.2% were tourists from Europe, followed by 12.8% from the Middle East, 12.0% from East Asia, and the least were from South America, with only 0.8% recorded.

Table 2: International tourist demographics profile

Category	Frequency	Percentage
Nation of origin		
Europe	79	63.2%
West Asia	16	12.8%
East Asia	15	12.0%
Southeast Asia	5	4.0%
South Asia	4	3.2%
south America	1	0.8%
And others	5	4%
Gender		
Men	62	49.6
Female	63	50.4
Age category		
Under 20 years old	11	8.8
21 to 30 years	60	48.0
31 to 40 years	26	20.8
41 to 50	12	9.6
50 years and above	16	12.8
Jobs		
Student	44	35.2
Private sector workers	24	19.2
Entrepreneur / Trader	14	11.2
Self-employed	12	9.6
Public sector workers	9	7.2
Retired	5	4.0
Housewife	4	3.2
And others	13	10.4
Educational status		
Higher Education	93	74.4
Secondary Education	27	21.6
Elementary Education	4	3.2
No Formal Education	1	0.8
Total	125	100.0

A total of 179 local community members were selected as respondents in this study. The local community is the group of people who are closest to the development and progress that occurs in a tourist location. Therefore, research on the local community is important in this study. Of the 179 interviewees, 58.7% were male and 41.3% were female (Table 3). Most of the respondents from this stakeholder group are residents involved in the tourism sector, such as beach boys, traders, boat operators, taxi drivers, and cleaning staff at tourist locations.

The respondents involved in this study were from various age categories. The highest age group of respondents was 51 years and above

(24.0%), followed closely by the age category of 20 to 30 years (23.5%). The comparison between other respondent categories did not show significant differences. The lowest age category was 41-50 years (12.3%). More than half of the respondents in this study were married (55.9%), followed by single individuals (42.5%) and others (1.7%).

Table 3: Categories of Local Resident Respondents

Category		Frequency	Percent (%)
Gender	Men	105	58.7
	Female	74	41.3
Age	Under 20 years old	38	21.2
	21 to 30 years	42	23.5
	31 to 40 years	34	19.0
	41 to 50 years	22	12.3
	50 years and above	43	24.0
Marital Status	Single	76	42.5
	Get married	100	55.9
	Others	3	1.7
Total		179	100

The results of the study from 125 respondents through open-ended questions found that many respondents gave more than one answer. Therefore, the researcher took into account all the answers given by the respondents for analysis. Out of the 125 questionnaires distributed, a total of 179 responses were received regarding the main attractions to Pangkor Island.

The study found that the main attraction features chosen by international tourists to Pangkor Island (Table 4) are the physical environment attractions such as the sea and beaches, with 54.8% of the 125 respondents studied. In addition, other attraction features that received attention from foreign tourists are physical aspects such as a peaceful environment (7.8%), beautiful island (6.7%), interesting natural environment (6.1%), weather (5.6%), and wildlife (3.9%).

Main attraction Tourist to Pangkor Island

Table 4: Characteristics of Main Attractions of Foreign Tourists to Pangkor Island

Main Attraction		Frequency	Percent
The attraction of the physical environment	Sea and Beach	98	54.8
	Quiet environment	14	7.8
	Island	12	6.7
	Beautiful surroundings	11	6.1
	The weather	10	5.6
	Wildlife	7	3.9
Human environmental attraction	Water recreational activities	12	6.7
	a) Snorkelling	8	4.5
	b) Banana boat	3	1.8
	c) Scuba diving	1	0.6
	Local food	8	4.5
Infrastructure	Cheap Cost	2	1.1
	Accommodation	2	1.1
	Others	3	1.7
Total		179	100.00

Among the characteristics of human attraction to the environment, water recreation activities recorded the highest value (6.7%). In this water recreation activity, researchers also classified the water activities offered on Pangkor Island such as snorkelling (4.5%), banana boat (2.2%), and scuba diving (0.6%). Based on respondents' answers, water recreation activities are also a major attraction to Pangkor Island, but the main water recreation activity is snorkelling. Only one respondent stated that scuba diving is the main attraction to Pangkor Island. Therefore, scuba diving tourism in Pangkor Island is less popular in attracting international tourists to visit here. Local food (4.5%) is also a draw for foreign tourists to Pangkor Island. In Pangkor Island, seafood products are famous because of many seafood processing factories. Local community products may attract foreign tourists to travel here.

Affordable cost (1.1%) for foreign tourists is not a problem for them as they prioritize satisfaction in tourism. European tourists, in particular, have a high currency exchange rate in Malaysia because their currency is higher than Malaysia. Therefore, cost is not the main issue for them. This finding supports the study conducted by Tan and Goh (2010) in Perhentian Island on the perception of foreign tourists who are found to prioritize satisfaction over cost in their vacation location.

The factor of accommodation facilities (1.1%) is less of a choice for foreign tourists, as are other attraction features (1.7%). Usually, foreign tourists

will survey websites about the accommodation facilities they will choose when vacationing at a destination. Therefore, accommodation is not a choice of attraction for foreign tourists as they prioritize the uniqueness of a tourism location over accommodation facilities.

The findings of this study are consistent with the results of a study conducted by Ghazali (2010). According to him, the three destination features listed in order of importance are (i) natural beauty; (ii) a suitable atmosphere for relaxation and rest; and (iii) easy accessibility to the location. The priority of foreign tourists visiting Pangkor Island is to enjoy the natural beauty of the beach environment there. Tourists prioritize satisfaction and beauty in their vacations, and other aspects are not the main attractions for them to visit Pangkor Island.

In addition to the local community's cultural attractions, local community support is important in attracting tourists. Tourists are not interested in visiting a destination if they do not receive good service. The local community's involvement in tourism is essential in supporting efforts to advance the tourism industry (Goh & Tan, 2012). Therefore, the views and voices of the local community are crucial in determining the development of tourism in a vacation destination.

In this study, the perceptions of the local community were also examined to determine the development of tourism development in Pangkor Island. Each answer given by the local community was analyzed and presented as in Table 4.18. Out of 179 respondents, many provided more than one answer. So, in the open-ended question method, all answers were taken for analysis, and 263 answers were obtained from 179 questionnaires distributed.

Table 5 shows that the attraction of the sea and beach is the main attraction for tourists to Pangkor Island according to the perception of the local community, accounting for almost half of the collected answers, i.e., 49.8%. Water recreation activities recorded the second-highest value with a value of 16%. This is a significant difference from the sea and beach attraction. In water recreation activities, the researcher once again classified them according to the activities listed by the local community. Out of 42 responses related to water recreation activities, 69.0% stated that snorkelling was the most popular activity on Pangkor Island, followed by banana boat at 26.2%. Scuba diving was the least popular water recreation activity, accounting for only 4.8%. This study's findings clearly show that this activity is not a choice for tourists to visit Pangkor Island.

Table 5: Main Tourist Attractions to Pangkor Island according to the Perception of the Local Community

Attraction Features		Frequency	Percent
The attraction of the physical environment	Sea and Beach	131	49.8
	Island	18	6.8
	Beautiful surroundings	4	1.5
	Wildlife	13	4.9
	Historic sites	27	10.3
Human environmental attraction	Water recreational activities	42	16.0
	a) Snorkelling	29	69.0
	b) Banana boat	11	26.2
	c) Scuba diving	2	4.8
	Local food	6	2.3
	Cheap Cost	3	1.15
	Local Community	6	2.3
Infrastructure	Accommodation	10	3.8
	Others	3	1.15
Total		263	100

In addition, the distribution of features that attract tourists and the lowest feature is affordable prices and others with only 1.15%. The local community believes that the prices offered on Pangkor Island are very reasonable. This finding contradicts the study conducted by Rosniza Aznie (2011), which found that nearly 80% of tourists were dissatisfied with the high prices on Pangkor Island, especially transportation costs such as taxis.

To answer the next objective in this study, a checklist analysis was conducted. The study was conducted by observing each hotel and resort, obtaining brochures and pamphlets, and indirectly interviewing hotel and resort owners and employees. From there, a checklist table was prepared to identify the services offered by hotels and resorts on Pangkor Island. Each resort and hotel offer the best packages and services to attract more tourists to their resort. There are various outdoor and indoor activities offered by each resort on Pangkor Island. There are several outdoor activities offered by resorts on Pangkor Island such as snorkelling, water recreation, jungle trekking, scuba diving, fishing, and so on. Table 6 shows outdoor activities related to beaches and seas offered by resorts on Pangkor Island.

Table 6: Beach and Sea Outdoor Activities offered by the Resort

Bil	Service package	Number of resorts	Percent	Total Resorts
1.	Snorkelling	27	64.3	
2.	Round island	16	38.1	
3.	Kayaking	15	35.7	
4.	Boat trip	15	35.7	
5.	Banana ride	13	30.1	42
6.	Fishing	11	26.2	
7.	Jet skis	11	26.2	
8.	Scuba diving	4	9.5	
9.	Beach tele match	3	7.1	

The most commonly offered activity by resorts on Pangkor Island is snorkelling, with 27 out of 42 resorts offering snorkelling packages. Snorkelling is the most popular activity on the island and is heavily promoted by various media outlets. Only four out of 42 resorts offer scuba diving, which is available upon request and requires advanced notice. These resorts must contact a dive instructor from outside the island to provide equipment and gear for the activity. The four resorts that offer scuba diving packages are Nipah Guesthouse Pangkor, Ombak in Resort, Puteri Bayu Beach Resort, and Sea View Hotel & Holiday Resort.

Activities related to the beach are highly sought after on Pangkor Island, and resorts generally offer a variety of packages related to beach and water recreation. In addition to scuba diving and snorkelling, other outdoor activities offered by resorts include round island tours (16 resorts), kayaking (15), boat trips (15), banana rides (13), and fishing and jet skiing, each offered by 11 resorts. The beauty and uniqueness of the island's beaches drive the offering of these services. Beach tele match (7.1%) is the least offered activity by resorts on Pangkor Island. Beach tele match is a beach game that uses specific equipment such as giant balls and loops. This activity is suitable for children as it is not dangerous, but most resorts do not offer it due to the high cost of maintaining the equipment and lack of interest.

Table 7 summarizes the findings of the study on the relevance of scuba diving activity as a tourist attraction in Pangkor Island from three stakeholders. The ratio of 1 tourist out of 125 respondents who were surveyed about the relevance of scuba diving activity as a tourist attraction in Pangkor Island is too high. Similarly, the ratio of 2 residents out of 179 respondents interviewed and 4 resorts offering scuba diving services on demand compared to the 42 hotels and resorts surveyed also indicates that Pangkor Island is not a scuba diving tourism destination as advertised by some websites, tourism agencies, and entrepreneurs in Pangkor Island.

Table 7: Stakeholder Responses to the Attractions and Offers of Scuba Diving Activities on Pangkor Island

Stakeholders		
Attraction Features		Offer
Tourist	Local Community	Hotel and Resort Operator
1	2	4
125	179	42

To obtain accurate information and clear evidence about scuba diving tourism in Pangkor Island, the researcher conducted an in-depth interview with a local authority. The researcher interviewed a tourism officer in the Manjung Municipal Council (MMC), who is responsible for all tourism activities in the Manjung District. The 31-year-old individual, who has served with the MMC for over 10 years, explained that the development of tourism in Pangkor Island is indeed rapid. The influx of foreign and domestic tourists is very encouraging, with more than one million visitors every year. In 2012 alone, the number of tourists reached 1.7 million people. He expected that in 2013, the number of tourists to Pangkor Island would reach 2 million people. Based on statistics released by the Northern Region Marine Department, the average monthly number of tourists to Pangkor Island is around 80,000 people.

Furthermore, the researcher asked about the development of scuba diving tourism in Pangkor Island. The tourism officer explained that scuba diving activities in Pangkor Island did exist, but only in 2005-2007. During those years, there were indeed operators of this activity such as 'One Divers.' However, with less encouraging response, the operator closed its operations and moved to other locations. He also emphasized that in Pangkor Island, the main activities are snorkelling and other marine recreational activities, while scuba diving activities no longer exist. The operator of this activity is no longer operating in Pangkor Island.

Regarding future plans for scuba diving in Pangkor Island, Mr. Shahril explained that the MMC has no plans to develop scuba diving activities. The prospects for this activity are very small, and its success is also very low. Pangkor Island is a tourist destination for middle-class people who want a quiet and peaceful atmosphere while filling their leisure time. Scuba diving activities require high costs, which do not match the concept of budget tourism in Pangkor Island.

In addition, he emphasized that the MMC is not involved in promoting this activity to tourists. They highlight Pangkor Island as a destination for other water sports and recreational activities such as snorkelling, banana boat, kayaking, round island, and so on. Scuba diving activities around Pangkor Island are more for training purposes for the Navy, Maritime Enforcement Agency, and the Malaysian Fire and Rescue Department.

CONCLUSION

The study found that tourism development on Pangkor Island is rapidly growing. From all stakeholders' analyses, it can be seen that tourism development here is indeed rapid. With a high arrival of tourists every year, the enthusiastic involvement of the local population in tourism, and the increasing development of accommodation facilities, the positive development of the tourism sector on Pangkor Island is evident.

However, the study found that the scuba diving tourism sector on Pangkor Island is not relevant and not popular. Therefore, the researcher rejects the data released by PADI about Pangkor Island as one of the scuba diving locations in Malaysia. In addition, promotional activities related to scuba diving tourism on Pangkor Island, whether on websites, print media, or electronic media, should be stopped. The sale of craft items and clothing related to scuba diving activities on Pangkor Island should be re-examined. This is to avoid confusing many parties, especially foreign tourists who come to Pangkor Island for scuba diving activities. This can create a negative perception among tourists about the tourism sector in Pangkor Island and Malaysia in general.

After analysing all the research objectives, the researcher concludes that scuba diving tourism on Pangkor Island is not relevant. This statement is based on the analysis of three stakeholders who are the pillars of tourism. The research findings are further reinforced by in-depth interviews with the assistant tourism officer at the Manjung Municipal Council. According to Mr. Shahril Salihan, scuba diving tourism on Pangkor Island is no longer one of the tourist attractions here. Pangkor Island is more famous for activities that are affordable and do not involve high costs. In addition, he also stressed that there is no plan from the MMC to promote scuba diving tourism on Pangkor Island so far.

Tourism development in a location depends on all stakeholders. This is in line with the model proposed by Miller et al. (1999), the Broker-Local-Tourist (BLT) Model. These three parties have their respective roles in the tourism sector. Entrepreneurs (brokers) are those who make a living by participating in the tourism industry. For example, hotel entrepreneurs, workers, and guides who provide goods and services like private sector brokers (Miller and Auyong, 1998). The local community is a group that resides in a tourist location, and tourists are those who come to visit based on the attractive features of that location (Miller & Auyong, 1998). Although this model has been in use for a long time, it is still relevant in helping to identify tourism development in a particular tourist destination. These three components are the most basic in tourism. This model allows researchers to argue the irrelevance of Pangkor Island as a scuba diving destination in the country.

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