

IS DOMESTIC TOURISM VITAL? THE PERAK SENARIO

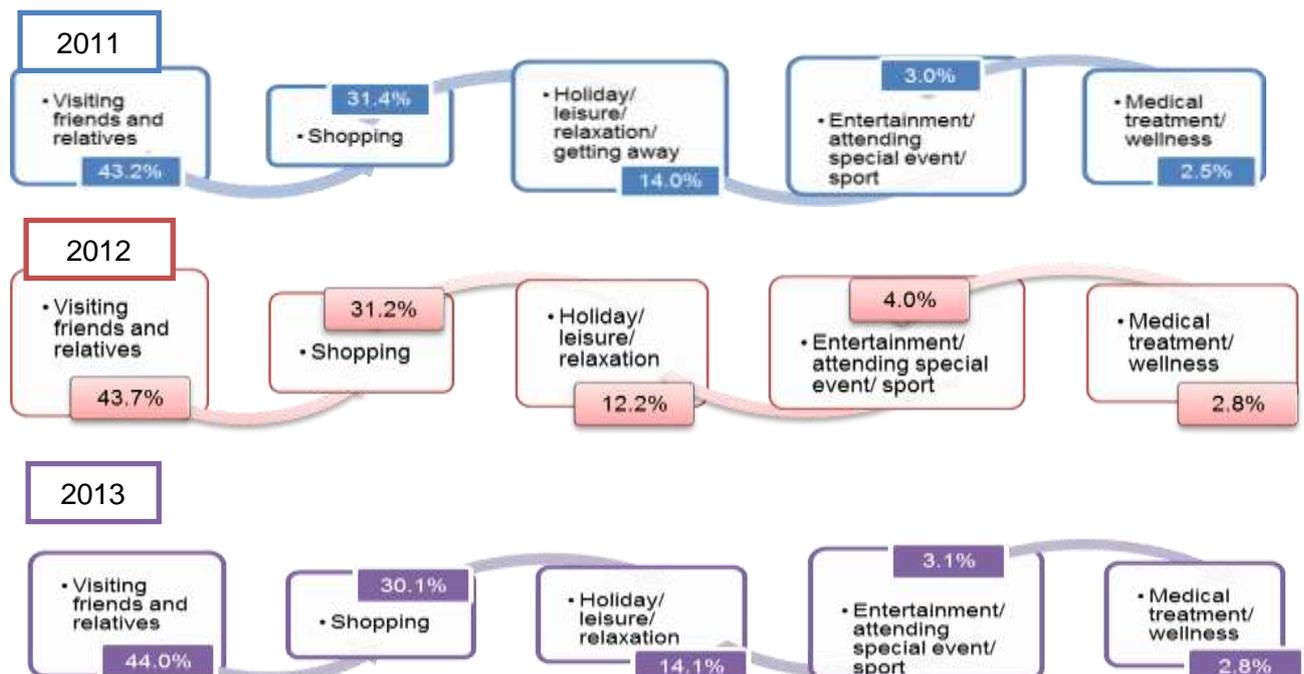
- What is domestic tourism and who are they in reference to Perak?
 - What are the main trends among the domestic tourists?
 - What are the main attractions in Perak?

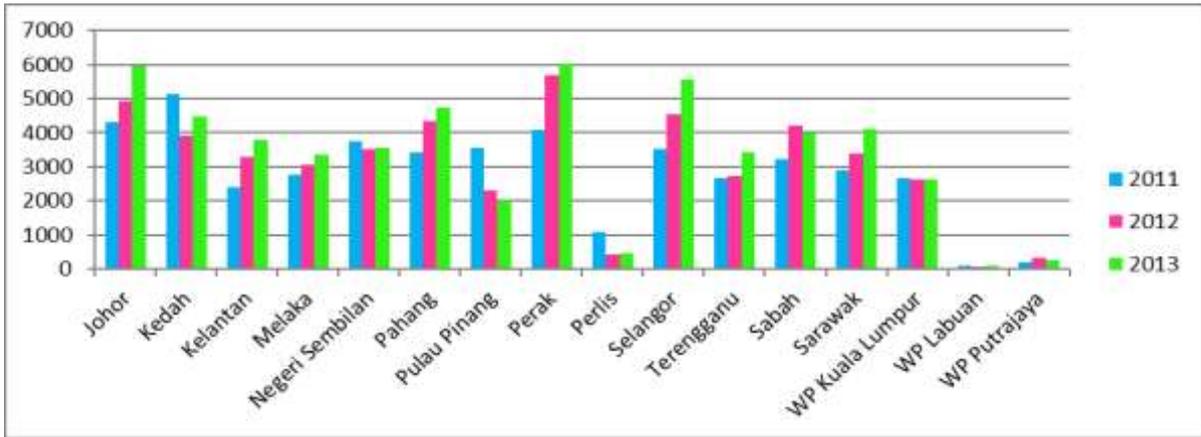
Tourism is one of the main sectors that contribute growth to the State of Perak, providing employment, attracting investments and creating economic demands. Tourist industry has the potential to be one of the key development sector, and also a way to alleviate poverty and ensure inclusive growth in this State.

Tourists to Perak are made up of both local and foreigners. While domestic tourists are defined as those living in Malaysia for at least a year including citizen, who take trips to destinations outside their usual environment, for less than a year, this is for the purpose of business, leisure or personal matters.

The tradition of “Balik Kampung” continues to be a major factor contributing to the trips made by domestic tourists. This is clearly demonstrated in Figure 1, where the majority of domestic visitors travel for the purpose of visiting friends and relatives. Statistics show, the percentage recorded for “Balik Kampung” (also known as “Visiting friends and relatives”) was at 43% in 2011 and 44% in 2013. And shopping sprees by domestic tourists to local shopping destinations was the second contributor, where the numbers were 31% in 2011 and 30% in 2013.

Figure 1.0: Travelling Patterns of Domestic Visitors



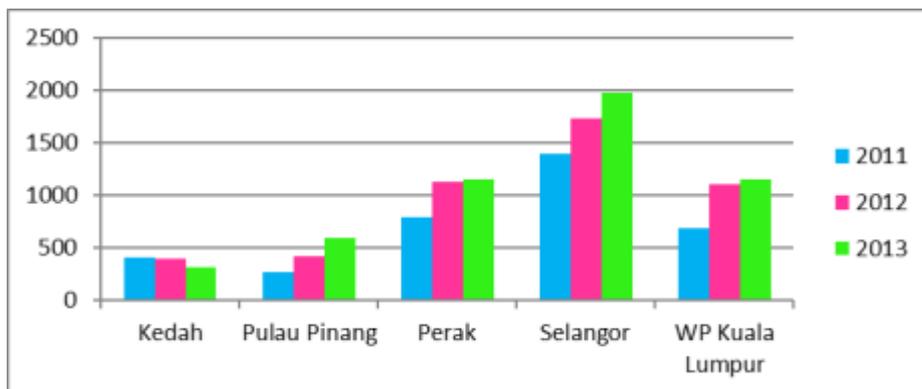


Graph 1.0: Total Domestic Tourist by State (Inbound)
 (Source: Data gained from Department of Statistics Malaysia)

Domestic tourist numbers were analyzed, and **Graph 1.0** shows the trends amongst domestic travels from the various States in Malaysia. **Kedah had the highest number of domestic tourists, 5.13 million in 2011 while Johor was second highest with a total of 4.32 million, followed by Perak at 4.07 million people.**

In 2012, **Perak had the highest number of domestic tourists at 5.67 million followed by Johor at 4.92 million and Selangor 4.56 million people.**

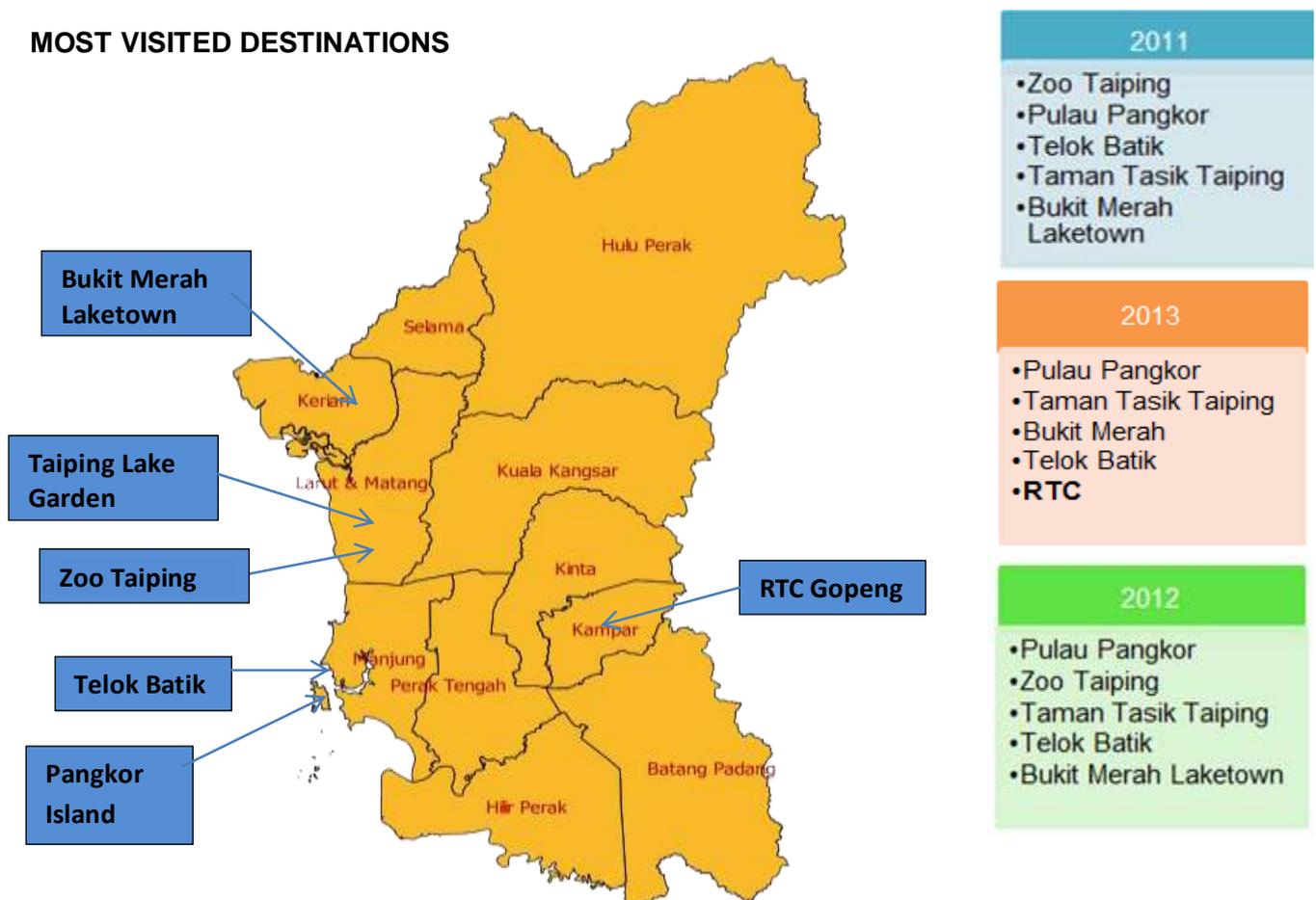
In 2013, **Perak again recorded the highest number of domestic tourists, 6.01 million, the second highest was Johor, 5.96 million followed by Selangor at the third, 5.56 million of tourists.**



Graph 2.0: Total Domestic Tourists from Other States to Perak
 (Source: Data gained from Department of Statistics Malaysia)

Perak’s domestic tourists in 2011 came mostly from **Selangor (1.4 million)**, local travels by Perakian within the state were second at 0.8 million. Tourist from Kuala Lumpur were at the third (0.68 million). The largest number of tourists traveling to Perak in 2013 were from **Selangor (1.98 million)**, followed by domestic tourists from Kuala Lumpur (1.15 million). While local travels by Perakian came third at 1.15 million with difference of 800 tourist of Kuala Lumpur.

MOST VISITED DESTINATIONS



The above map shows the popular destinations in Perak from 2011 to 2013, which include Pulau Pangkor, Taiping Zoo and Taman Tasik Taiping. *Rural Transformation Centre* (RTC), Gopeng was launched in February 2012, and in 2013 it became very popular replacing Taiping Zoo as one of the main tourist attractions in Perak. Studies also show the access road provided by the North-South Expressway (PLUS) to RTC Gopeng, make it an easy tourist stop-over to buy essential goods.

Forward Recommendation

As Perak leads in the influx of domestic tourists since 2012, the strategies by Perak policymakers applied prior have proven to be successful and should be maintained and improvised if possible to attract more domestic tourists for the future.

The expenditure patterns of domestic tourist in Perak can be further explored and be harvested for economic growth of this sector. Further programs to attract domestic tourists to Perak should be encouraged (e.g. day events at Telok Batik and Taman Tasik) and relevant service supports be in place for this expansion.