

Profile and characteristics of the visits of international visitors to the Kilim Karst Geoforest Park, Langkawi

ABSTRACT

Kilim Karst Geoforest Park (KKGPP) offers rural tourism attractions to visitors from various countries in the world. The information collected from visitors to the park allows categorization to be done on visitors, and such information can be utilized for marketing purposes. Therefore, the objective of this paper is to identify the profile and the characteristics of visits by international visitors. Structured questionnaire and face-to-face data collection method were employed to obtain primary data from 330 international visitors. The raw data is presented in a simpler form using the Statistical Package for the Social Sciences (SPSS) version 21. The findings suggest that majority of the respondents have high level of education, they earn less than RM 6,000 per month, they mainly originate from the European continent, and they work in the private sector. Next, 66% of the respondents did not use any tour package either from home or at Langkawi. The findings would be useful for the Langkawi Development Authority (LADA) in marketing related planning.

Keyword: Geoforest park; Langkawi; Rural tourism; Visitor characteristics; Visitor profile