

## **An identification of the effects of the promotion of tourism transportation on the socio-cultural environment: The case of Malaysia**

### **Abstract**

Malaysia's economic success story is well-recognised. Its rapid development has brought enormous benefits to its people. Tourism, as the second largest contributor to the GDP, is the outcome of travel and spending of tourists visiting the country. The development of transport is a key factor in the growth and direction of tourism development. The provision of a secure, cheap and convenient public transport is a requirement for mass-market tourism. As the travel industry continues to take sustainability more seriously, there is hope for greater collaboration between the public and private sectors in exploring opportunities for certification within the industry. The formation of MATTA and the Malaysian Ecotourism Society signals cooperation in its members, reflecting a genuine commitment by the private sector towards the idea of sustainability. This research paper reports on the findings of a two year study on the promotion of transportation in tourism development in Malaysia, which identified the effects of the promotion of tourism transportation on the socio-cultural environment. A qualitative approach to in-depth interviews was conducted with 64 respondents, which included policy makers, tour and travel agents, non-government organisations, and residents in Malaysia. The empirical evidence has shown that implementing stakeholders within the tourism industry, although receptive to the promotion of transportation, are not entirely aware of the effects the promotion of transportation can bring to the economic and socio-cultural environment.