

**TOURISM CLUSTER AND DESTINATION COMPETITIVENESS
IN JOHOR BAHRU**

BY

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[A00401765]

**A thesis submitted in fulfillment of the
Requirements for the award of the degree of
Masters of Science in Tourism Planning**

**Faculty of Built Environment
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November 2010

ACKNOWLEDGEMENT

For a person of my disposition, this project would not have been a success without the help of some people. I therefore, wish to express my thanks to the following persons.

I thank God almighty for guiding me through the period of my studies and for the successful completion of this project. To him are the Glory, Honor, and Adoration.

I am indebted to my supervisor Prof. Dr. Amran Hamzah who amidst all engagements took the pains of reading through the manuscripts, making necessary corrections as well as giving me guidelines which have enabled me to complete this work

My king appreciation goes to my course coordinator Dr. Hairul Nizam Ismail and Prof. Zainab Khalifa for their roles and commitment in making me a more reformed person today

My indebtedness is also due to my parents Mazi and Mrs Okafor, my senior brother Okafor chukwudi and other loved ones as Ifeoma Nwanze/Okafor, Okafor Rosemary, Innocent Okafor, Onyeka Okafor, Mal Charles Ajitsokwa, and Alhaji Yahaya Danji Fari for their moral and financial supports.

My regards also goes to as many friends as possible and my class mates who in one way or the other have rendered help to me but whose name I have not been able to mention here.

ABSTRACT

The study of destination competitiveness continues to gain momentum amongst academics (Enright & Newton 2004; d’Hauteserre 2000; Hassan 2000.). Tourism is considered a complex social system and also seen as smokeless industries which operate within micro and macro contexts taking into consideration all elements of competitiveness and development. “The Tourism Industry Forecast” over the years pointed to the geometric growth in the sector and pointed to the need for a proactive measure to check the faster rate with at which large number of tourist flow over the world. In the light of this growing body of research knowledge, which encompasses the prescription of alternative interim and long term measures for development, conceptual models and frameworks as developed by various authors/researchers, there is still much to be done in terms of research that a) bring to light the broad concept of tourism destination competitiveness with the cluster development in the evolution of tourism destinations, b) look at the relevance or importance of key competitiveness indicators and variables to destinations all stages of development. While we acknowledge the work/efforts of other researchers and advocates in cluster and destination management, there is still an area which appears not to have got the required attention by tourism researchers to date. It is in the light of the above therefore that this M.Sc study is undertaken to better understand the relationship between cluster and destination competitiveness for a tourism destination development. Particular emphasis was made on Johor Bahru, Malaysia

ABSTRAK

Studi tentang daya saing tujuan terus mendapatkan momentum antara akademik (Enright & Newton 2004; d'Hautesserre 2000; Hassan 2000.). Pelancongan dianggap sebagai sistem sosial yang kompleks dan juga dilihat sebagai tanpa asap industri yang beroperasi dalam konteks mikro dan makro dengan mempertimbangkan semua elemen daya saing dan pembangunan. "The Industri Pelancongan Prakiraan" selama bertahun-tahun menunjuk pertumbuhan geometrik di sektor ini dan menunjuk perlunya mengukur proaktif untuk menyemak kadar yang lebih cepat dengan di mana sejumlah besar arus pelancongan dunia. Dalam cahaya tubuh ini tumbuh dari kajian pengetahuan, yang meliputi resep alternative sementara dan langkah-langkah jangka panjang untuk pembangunan, model konseptual dan rangka kerja yang dibangunkan oleh pelbagai penulis / penyelidik, masih ada banyak yang harus dilakukan dalam hal penyelidikan yang a) menyoroti luas konsep daya saing pelancongan dengan tujuan cluster perkembangan dalam evolusi destinasi pelancongan, b) melihat relevan atau kepentingan daya saing penunjuk kunci dan pembolehkan untuk tujuan semua tahap pembangunan. Walaupun kami mengakui pekerjaan / usaha penyelidik lain dan para penyokong di cluster dan pengurusan tujuan, masih ada daerah yang tampaknya tidak sudah mendapat perhatian yang diperlukan oleh para penyelidik pelancongan to-date. Hal ini dalam cahaya di atas kerana itu ini M. Sc Penelitian dilakukan untuk lebih memahami hubungan antara cluster dan daya saing tujuan untuk tujuan pelancongan pembangunan. Penekanan khusus dilakukan pada Johor Bahru, Malaysia