

## **LANGKAWI AS AN EVENT DESTINATION IN MALAYSIA: AN ASSESSMENT OF THE CALENDAR OF EVENTS**

**S. A. Shukor and N.A. Razak**

School of Tourism, Hospitality and Environmental Management,  
University Utara Malaysia, 06010 Sintok,  
Kedah Darul Aman, Malaysia

### **ABSTRACT**

Events are important in tourism as they can enhance the attraction of tourist destinations and enrich the experiences of tourists. In general, events are commonly classified as special hallmark, mega, sports, arts and exhibitions. In the context of large-scaled events, particularly mega and hallmark, it is claimed that destination hosts can win international recognition and boost the destination's image. Additionally, hosting other types of events such as political and state occasions, cultural celebrations and arts festivals can generate a positive impact, revitalise traditions and culture; enhance national pride; and develop a sense of belonging. Although it is acknowledged that a tourist's destination can be an important venue for hosting events, there are limited studies which focus on the topics of event destination in the context of Malaysia. Therefore, the main aim of this paper is to explore the types and levels of events which are commonly organised in Langkawi, a prime tourist destination in Malaysia. In assessing this island as an event destination, the calendar of events published by the Langkawi Development Authority (LADA) from May 2010 to 2014 was analysed using a content analysis method. Overall, numerous types of events, including mega, major and community, were held in Langkawi during this period. Amongst the well-known and recurring events included in this calendar are the Langkawi International Maritime and Aerospace Exhibition (LIMA), Le Tour de Langkawi and Langkawi International Lawn Bowls. The majority of these events fall into three main categories: i) sports and recreation, ii) cultural, arts and entertainment and iii) business and trade exhibitions. The analysis of Langkawi as an event destination demonstrates that a well-known tourist destination is ideal for organising different types and levels of events. This also shows that hosting such events can be one of the ways for destinations to attract a steady stream of tourists' arrivals annually.

*Keywords: event, destination, content analysis*

### **Introduction**

Events are considered as the most exciting and fastest growing industry related to tourism and leisure. It is one of the world's leading tourist products with unlimited potential, which is primarily associated with the maturity of destination countries (Susic & Dordevic, 2011). Besides, events and festivals have been used as a means to draw people to regions that traditionally have a seasonal tourist appeal (Derret, 2004; Janeczko, Mules & Ritchie, 2002). Governments of many countries use events as a platform to enhance its own image (Sharma, 2009). Indeed, according to Allen, O'Toole, McDonnell and Harris (2008), these tourism events bring in huge tourist dollars and a strong sense of local pride. It is clear that events have the potential to generate positive economic impact (Mahdzar, Othman & Hanafiah, 2010). The fixed length of events and festivals can encourage visitors to attend and often attract new visitors who, otherwise, would not particularly visit that region. Moreover, events offer an opportunity to reach untapped markets, inject new money, diversify markets and subsequently, increase revenue generation (Derret, 2004; Jago & Shaw, 1998). Due to the importance of events, the government of Malaysia is increasingly looking at events as a catalyst to enhance tourism development in the country (Mahdzar et al., 2010). The success of Visit Malaysia Year (VMY) which was first introduced in 1990 was a major achievement with 84 major events, 14 festivals and 9 exhibitions (Ministry of Tourism and Culture Malaysia, 2014). The second VMY was in 1994, while the third was in 2007 which was in conjunction with Malaysia's 50<sup>th</sup> Independence Anniversary. All 13 states of Malaysia participated for VMY where over 200 events were organised with 50 major events focusing on showcasing Malaysia's tourism products (Ministry of Tourism and Culture Malaysia, 2014). This shows the significance of events in Malaysia in attracting more visitors to the country. Hence, the main aim of this paper is to explore types and levels of events which are commonly organised in Malaysia, with a focus on Langkawi as a prime tourist destination.

## **Literature Review**

### **Types and Level of Events**

Many scholars have described that events can be categorised based on the events' sizes, contents and forms (Getz, 2007; Bowdin, Allen, O'Toole, Harris, & McDonnell, 2011; Bladen, Kennell, Abson & Wilde, 2012). From the literature, size emerges as a dominant distinguishing feature separating the events (Westerbeek, Turner & Ingerson, 2002). For example, Allen et al. (2008) explained that event types are based on its sizes - mega events, hallmark events and major events. Skoultos and Tsimitakis (2008) grouped events according to their demand, tourist's value and impact on the host destination and they also used the term mega, hallmark, local and major events. Apart from the events' sizes, contents and forms, events can also be categorized based on its scale (Janeczko et al., 2002). Other types of events include special events, festivals, fairs and exhibitions, exposition shows, meetings and business events as well as educational, sports and arts events. Therefore, this paper will start with a discussion of the term special events. Then, the three categories of events which are mega events, hallmark events and major events will be elaborated to have a better understanding of the main categories of events.

According to Shone & Parry (2001), special events are phenomenon events arising from those non-routine occasions which have leisure, cultural, personal and organizational objectives set apart from the normal activity of daily life, whose purpose is to enlighten, celebrate, entertain or challenge the experience of a group of people. Comparably, special events have been described as gathering of human beings, generally lasting from a few hours to a few days, and designed to celebrate, honor, sell, teach about or observe human endeavors (Matthews, 2008). Goldblatt (2002) admits that special events are a unique moment in time, celebrated with ceremony and ritual to satisfy specific needs. Goldblatt describes special events as something that is specific and unique rituals that are celebrated with importance. Getz (2005) goes further by giving definitions from two perspectives, i.e. the event organiser and the guest. From the perspective of event organiser, special events are a one-time event which is organised infrequently and are different from normal activities. However, from the guest's perspective, a special event is an opportunity for an experience out of normal activities. He also concludes that its uniqueness, quality, authenticity, tradition and theme would definitely create a special atmosphere for the events. Therefore, special events can fulfil any type and size of events be it mega, hallmark or major events as long as it is something specific, unique, and important to be celebrated by the people.

Mega-events are one of the popular terms to describe the size of an event. The term 'mega-events' refers to huge events that relate to the size of the audience (attending the "live" event or watching via various media), long-term impacts on economy as well as on the socio-cultural of the host community (Bladen et al., 2012). Indeed, mega-events are one time or periodically events that would have worldwide media coverage and this would definitely be important in highlighting host destinations (Getz, Svensson, Peterssen and Gunnervall, 2012). Furthermore, according to McCartney (2010), mega events such as Beijing Olympics in 2008 and FIFA World Cup in 2002 (which was jointly hosted by Japan and Korea) can only be hosted by a few nations due to their huge resource commitments. The definitions discussed above on mega-events show how important it is for a country to invest in its infrastructure and development to be widespread across the region in order to develop the country's reputation and image (Weber & Ali-Knight, 2012). Above all, Bladen et al. (2012) have identified a range of events that can be regarded as mega-events. These include sporting events (the Olympics, FIFA World Cup), business and trade expositions (World Fair), cultural events (European Capital of Culture), and political event (The United Nations Climate Change Conference Copenhagen).

On the other hand, a hallmark event is an event that has connection with its origin. According to Faulkner (2003), many countries have been organising hallmark events as such events have become an important part of marketing strategies for the tourism industry. Allen et al. (2008) defined hallmark events as those events that are identified with the spirit or ethos of a town, city or region so much so they have become synonymous with the name of the place, and gain widespread recognition and awareness. Indeed, the event must possess such significance in term of tradition, image and publicity. Getz et al. (2012) point out that a hallmark definition consists of three principles. The first is hallmark events which are best conceptualised in terms of functionality, specifically the three outcome goals of attraction, image and branding, and community. The second principle is that of permanence and institutional status that is achieved over a long period of time. Its traditions generate a stronger sense of community and place identity, hence the event and city images become one. Finally, the optional principle is that hallmark events can also exist within the context of social worlds and for special-interest groups. While hallmark events can be large, they are different from mega events because mega events are one-time only and can be periodically. Instead, hallmark events are 'iconic', either in terms of the overall

destination branding, community, place identity, or social-world relevance and it can be yearly events (Getz et al., 2012).

Another type of event is major events that are capable, by their scale and media interest, of attracting significant number of visitors, media coverage and economic benefits (Allen et al., 2008). Likewise, according to Ministry of Business, Innovation and Employment in New Zealand (2012), major events are described as events that have significant proportion of international participants and international media coverage as well as a high level of benefits to the country nationwide. Many countries organise major events with media coverage within the country or neighbouring countries to enable the economic benefits to be felt within its own community.

Finally, the last type of event which is based on its size is local or community event. Bladen et al. (2012) divide the local or community event based on its host organisations, for instance, the public sector, the private sector and the third sector which includes voluntary groups, charities or social enterprises. They argued that these sectors would deliver a wide range of events that would serve different purposes in the community, business and for visitors e.g. networking events, conferences, festivals and other celebratory events, cultural events and informative events. According to Allen et al. (2008), these types of events will stimulate a sense of pride and belonging as well as create a sense of place among the community. The definition provided by Allen et al. (2008), which is “most communities produce a host of festivals and events that are targeted mainly at local audiences and staged primarily for their social, fun and entertainment value” (p. 14), demonstrates that the community act as the host organisation. They mentioned a few examples of local or community events such as Birdsville Races, Nymagee Outback Music Festival, Henley-On-Todd Dry River Boat Regatta.

Apart from categorising events based on their scale, numerous authors have published a few more ways in order to assist the industry players in determining their objectives, vision and mission of their events. The typology of events introduced by Getz (2012) was supposed to help the planners and the event industry to classify their events so that the public would have an idea what they mean (Table 1). He divided the events into six categories, namely cultural celebrations, business and trade, arts and entertainment, sport and recreation, political and state, and last but not least, private functions. He stressed that the event categories are based primarily on their form (i.e. what they look like and how they are programmed). He also emphasised that any event can fulfil multiple functions, facilitate similar experiences and have many meanings attached to it.

**Table 1: Typology Planned of Events**

Cultural Celebrations	Business and Trades	Arts and Entertainment	Sports and Recreation	Political and State	Private Functions
<ul style="list-style-type: none"> <li>• Festivals, heritage commemorations</li> <li>• Carnivals, Mardi Gras</li> <li>• Religious rites</li> <li>• Pilgrimage</li> <li>• Parades</li> </ul>	<ul style="list-style-type: none"> <li>• Meetings, conventions</li> <li>• Fairs, exhibitions</li> <li>• Markets</li> <li>• Corporate events</li> <li>• Educational, scientific congresses</li> </ul>	<ul style="list-style-type: none"> <li>• Scheduled concerts, shows, theatre</li> <li>• Arts exhibits</li> <li>• Installation &amp; temporary art</li> <li>• Award ceremonies</li> </ul>	<ul style="list-style-type: none"> <li>• League play, championships</li> <li>• One-off meets, tours</li> <li>• Fun events</li> <li>• Sport festivals</li> </ul>	<ul style="list-style-type: none"> <li>• Summits</li> <li>• Royal Spectacles</li> <li>• VIP visits</li> <li>• Military (Tattoos)</li> <li>• Political Congresses</li> </ul>	<ul style="list-style-type: none"> <li>• Rites of passage</li> <li>• Parties</li> <li>• Reunions</li> <li>• Weddings</li> </ul>

(Getz, 2012)

Referring to Table 1 above, Getz (2012) mentioned that events could fall into more than one of these categories depending on their purposes and circumstances. As can be seen, cultural celebrations include festivals, carnivals, religious and historic commemorations. They may also overlap with other subheading, for instance, arts and entertainment. Similarly, between sports competition and recreation, the event may be competitive in nature, but at the same time it is a recreational activity. Likewise, McCartney (2010) suggested that events need to be categorised by their purposes. The types of events recommended by McCartney are sports, cultural, arts, political, MICE, recreational, special and private events. To make a comparison, Getz combined sports and recreation into one subheading while McCartney separates them based on their different purposes. Goldblatt (2005), on the other hand, classified special events into ten types which are civic events, mega events, festivals and fairs, expositions, sporting, social life-cycle, meetings and conventions, retail, religious and corporate events. Despite the variety of ways in classifying events, the most important factor is to ensure that the event industry players understand the basis of event they are going to organise, its audience, and how the event brings positive effect not only towards the host country, but also to the host organisations and the host communities.

## **Events in Malaysia**

The tourism sector is an important segment of the Malaysian economy, due to its contributing factors in the nation's foreign exchange, economic growth and employment generation (Economic Planning Unit, 2010). Malaysia offers a variety of tourism attractions which include the islands and highlands, international events and MICE (Meetings, Incentives, Conventions and Exhibitions) events hub, sports and recreations, ecotourism and agrotourism, homestay programs, cultural and heritage, theme parks, and last but not least, education and health tourism (Hassan & Halim, 2012). Similar to other countries, Malaysia has been using events as one of its attractions in luring tourists to visit the country. The government of Malaysia is increasingly looking at events as important instruments to enhance tourism development in the country (Mahdzar et al., 2010). Many events have been organized and planned either one-off or recurring events, in order to have its share of the international tourist market. The Malaysian government has invested millions to promote various types of religious festivals every year. Using the selling point of a multi-racial nation, it is part of the country's uniqueness and Malaysia has the advantage to organize many types of religious and cultural events (Tourism Malaysia, 2014). For example, Malaysia celebrates Hari Raya Aidilfitri, Chinese New Year, Deepavali and Christmas. Other events being celebrated in Malaysia also include events by several other tribes, especially in the Borneo region. Some popular examples are Hari Gawai, Pesta Tadau Keamatan, Gawai Dayak Festival and many more. Apart from showcasing the uniqueness of the cultural diversity, Malaysia also has been promoting meetings, incentives, conventions and exhibitions (MICE) events as well as sports and recreational events by using its greenery, nature and beaches as the main focus in enhancing tourists'/participants' experiences (Tourism Malaysia, 2014). A few examples of sports and recreational events are World Kite Festivals, Le Tour De Langkawi, Formula 1 Petronas Malaysia Grand Prix, Dragon Boats Race, Regatta, Iron Man Malaysia and so on. There are also other events that fall into different categories such as entertainment and arts, political, business events and others.

## **Langkawi as an Event Destination in Malaysia**

Langkawi's image has always been associated with the legend of Mahsuri and her cursed of seven generations of bad luck (Ibrahim & Ahmad, 2011). But now, the future of Langkawi has changed, thanks to the effort by the government. Located in the northwestern part of Peninsular Malaysia, Langkawi island is blessed with beautiful beaches, natural flora and fauna, and a tropical climate, all good reasons for Langkawi to become an attractive tourism destination (Kayat, 2001). Indeed, Kayat (2001) confirmed that with Duty Free Port status, which was given by the Federal Government in 1987, Langkawi's economic growth has accelerated, hence creating business opportunities especially for the locals. From an isolated island where the main economic activities lingered around traditional agriculture (paddy and rubber planting), and inshore fishery sector, Langkawi has transformed into a well-known tourist destination (Ibrahim & Ahmad, 2011). As tourism today becomes the major economic activity of the island, Langkawi Island has experienced significant transformation, evolving from an idyllic tropical island inhabited by farmers and fishermen, into a world-renowned tourist destination (Omar, Othman & Mohamed, 2014).

Many events are being conducted and organised to lure local and foreign tourists to stay longer and spend more on the island. Ibrahim and Ahmad (2011) concurred that by hosting international level events, Langkawi has gained world recognition and become a popular destination. Among well-known events in Langkawi are Langkawi International Maritime and Aerospace (LIMA), Le Tour de Langkawi, Langkawi Ironman Triathlon and Royal Langkawi International Regatta. All these events have contributed to the increase number of tourists to the island.

As reflected in the literature review section, events are classified based on sizes, contents, forms and purposes. Events have become a very important part in the context of Malaysia tourism particularly Langkawi. Therefore, this paper analyses the types and levels of events which are commonly organised in Langkawi. The following section will discuss the method adopted in the paper.

## **Method**

In the assessment of this island as an event destination, the calendar of events published by the Langkawi Development Authority (LADA) from May 2010 to 2014 was analysed using a content analysis method. Content analysis is a systematic research tool often employed to assess a variety of documents (Berelson 1952; Echtner, 2002). It has been recognised as one of the fastest growing methods in social research (Nueuendorf, 2002). According to Krippendorff (2004:3), content analysis is "a systematic reading of a body of texts, images and symbolic matter, not necessarily from an author's or user's perspective". Studies which used this technique range from purely descriptive to comparisons between documents to inferences about the content of messages

(Janowitz, 1968). In tourism, this technique has been frequently adopted in the analysis of destination images and representation topics (Pritchard and Morgan, 2001). Finn, Elliot-White and Walton (2000) state that the technique has a wide application in tourism as it centres on secondary texts and mass media. Numerous materials such as newspapers, magazines, booklets, brochures, advertisements, films, photographs and web pages have been examined using this method (Jenkins, 1999). Therefore, in the context of this paper, content analysis is an appropriate method with which to examine the content contained in calendar of events. In conducting content analysis, a number of steps are commonly carried out in the collection of data (Finn et al., 2000; Newmann, 2003), and were adopted in this paper. The first step involves the process of selecting the right material to be assessed and appropriate to the calendar of events. The second step is to identify the unit of analysis. The unit of analysis chosen in the analysis of this paper consist of each event listed in the calendar of events.

## **Findings**

### **Overall Findings**

In general, the findings of this paper show that various types of events, including major and community, have been listed in the calendar of events published by LADA from May 2010 to 2014. However, it is identified that Langkawi mostly organised events which can be classified as major events as well as local community events. There are a few hallmark events held in Langkawi such as LIMA Langkawi and Le Tour de Langkawi. These events support the description of hallmark events by Getz (2005), which explains that a recurring event that enhances the destination's image or publicity and provides the host venue or community with a competitive advantage, can over time makes the event and destination become inseparable. This is true in the case of LIMA Langkawi and Le Tour de Langkawi, which are organised biennially for the former and annually for the later.

As for major events, Langkawi offers many, such as Langkawi Geopark Carnival, Langkawi International Laksa Carnival and Raja Muda Selangor International Regatta. These events support definitions given by scholars like Allen et al. (2008) who described as events that are capable, by their scale and media interest, of attracting significant number of visitors, media coverage and economic benefits. Besides, there are also numerous local or community events being organised, namely Festival Kraf, Langkawi Bazaar Ramadhan, Pesta Air Nasional Langkawi, Fiesta Melukis@Langkawi and many more. These events match with the definition by Allen et al. (2008) which described that most local events being organised by the locals are targeted at the local community for the purpose of socializing, fun and entertainment. By organizing local or community events, the community bond would be strengthened among each other, hence encouraging a sense of pride and belonging as well as creating a sense of place among the community. Overall, Langkawi major events and local community events fall into three main categories which are sports and recreation, cultural, arts and entertainment and business and trade exhibitions.

### **Sports and Recreation**

From May 2010 to December 2010, Langkawi had organised eight events, in which five were of international levels. This shows Langkawi's determination in bringing international tourists into the island as well as to highlight Langkawi as a promising destination in Malaysia. There are six recurring events and five international events in 2010, while there were only four in 2011. Based on the data given, it shows that from the start, Langkawi has used nature and golf tournaments as its main attractions. For instance, there are Langkawi Birding & Fotofest, Piala Muadzam Shah, Langkawi Geopark International Junior Artist Championship and Langkawi International Mountain Bike Challenge.

For 2012, Langkawi concentrates more on international level and nature-based attraction. Unfortunately, golf tournament was not included in the list even though they were considered recurring events from 2010 to 2011. Instead, Langkawi started to highlight more on sea activities such as 10<sup>th</sup> Royal Langkawi International Regatta, Raja Muda Selangor International Regatta, 9<sup>th</sup> KFC Langkawi International Regatta Perdana, 15<sup>th</sup> Asian Sailing Championship and Langkawi International Fishing Tournament which are of international level. There were only three recurring events: Langkawi International Mountain Bike Challenge, Langkawi International Lawn Bowls and World Cup Asia Paintball. However, Raja Muda Selangor International Regatta which was omitted from the calendar of events in 2011 made a comeback in 2012.

Around 2013, there was a significant increase in the number of sports and recreation events which are being organised in Langkawi. Apart from the usual recurring events, there are more than ten new events being introduced such as The Island Ocean Marathon, Langkawi International Muaythai Challenge, Sail Malaysia and

others. From the twenty two events in 2013, eight are recurring international events, while Langkawi International Superbike Fiesta was not included in 2012 but made to the list in 2013.

In 2014, events which fell under sport and recreation category decreased. However, there are 10 recurring annual events of international level that had been and will be organised throughout the year which are Royal Langkawi International Regatta, Langkawi Squid Challenge, Langkawi International Mountain Bike Challenge, Le Tour de Langkawi (Stage 1), Langkawi International Lawn Bowls, KFC Langkawi International Regatta Perdana, Raja Muda Selangor International Regatta, NAZA World Cup Asia Paintball, Langkawi International Junior Tennis Championship and Langkawi International Fishing Tournament.

From May 2010 to 2014, quite many one-off events have been organised in Langkawi especially in the year 2013, for example, Ironbound Challenge Series, Raid Amazon Adventure Race, Naturally Langkawi Ride and Sail Malaysia. However, most of sport and recreation events being organised in Langkawi are meant to attract a particular segment of tourists who encompasses specific skills like Regatta, Tennis Championship, Lawn Bowls and Mountain Bike Challenge.

### **Cultural, Arts and Entertainment**

The second category which represents the events in Langkawi is cultural, arts and entertainment. In 2010 and 2011, events which are based on culture, arts and entertainment were less significant in attracting tourists to Langkawi. However, in 2012, Langkawi highlighted the uniqueness of multi-racial destination by celebrating the Chinese New Year, Eid Mubarak and Deepavali. Apart from the celebrations, Langkawi also organised arts and entertainment, for instance, Festival Kraf Langkawi, Fiesta Melukis Langkawi and Naminara Korea@ Naturally Langkawi. In 2013, Langkawi introduced a food event for the first time, i.e. the Langkawi International Laksa Carnival, which has become an annual event and was held again in 2014. The calendar of events demonstrates that Langkawi aims for events that are able to attract international tourists. The local and community events namely the Chinese New Year, Eid Mubarak and Deepavali were only shown in the calendar for the year 2012 but were omitted from the list in 2013 and 2014.

### **Business and Trade Exhibitions**

Langkawi is well known for its famous international exhibitions, i.e. LIMA (Langkawi International Maritime and Aerospace Exhibition). It is a biennial event which attracts businesses as well as spectators from around the world. Apart from LIMA, there are also other business events being hosted in Langkawi such as Pameran Seni Visual "Warna Lagenda", Promosi Kraf Malaysia and others. From the calendar, it is learnt that the biggest event in Langkawi would be LIMA which has positioned Langkawi at a different level compared to other event destinations in Malaysia.

### **Discussion**

Based on the categorisation of the events reflected, there are issues that need to be highlighted. Langkawi has displayed the image of Malaysia as a stunning tourism destination through many international level events. Most of the Langkawi's events are sport and recreation based such as Mountain Bike Challenge, Le Tour de Langkawi and Ironman Triathlon, which indirectly showcase Malaysia as a tropical climate destination with natural flora and fauna. In addition, the media exposure during LIMA and other international events give significant impact not only for Langkawi but Malaysia as a whole. This supports the statement by Allen et al. (2008) that organising major events will attract significant number of visitors and media coverage and bring economic benefits to the host country. However, based on the levels of events organised by Langkawi, it shows that the main target of the publication of calendar of events is international tourists/visitors. This demonstrates that Langkawi's main orientations are towards economic benefits and foreign exchange.

Most of the Langkawi's types of events are sports and recreations. The island has hosted not less than eight international level sport and recreation based events annually. Apart from international tourists, most events in Langkawi requires specific skills or equipment in order for tourists to participate and enjoy the events such as International Regatta, Mountain Bike Challenge, Iron Man Triathlon and many more. Langkawi needs to expand the market segment by organising events that will attract international and local tourists from various background with minimal specialised skills to attend and participate in the events. The calendar of events also reveals that Langkawi is heavily dependent on loyal international tourists by organising International Regatta every year, at least three international Regattas.

Indeed, based on the calendar of events, it is identified that events grounded on local culture and legends are not included, particularly since Langkawi is known for its famous Legend of Mahsuri. What Langkawi does not highlight are events portraying its renown Legend. Maybe the locals or the host community do host some local events which relate to their culture but the events are not big enough to be included in the calendar. It is worth to mention that events that are synonymed with Langkawi's legendary Mahsuri will draw different segment of tourists may also enrich the local community's knowledge of various cultural background and heritage. Langkawi's local government can help the community by organising more cultural events and make them as major events so that more visitors, whether local or international, to visit Langkawi.

## Conclusion

In summary, apart from being a leading shopping destination in Malaysia, Langkawi has positioned itself as a prime event destination by hosting more than ten annual international events every year. In addition, hosting LIMA biennially over the years, has shown that the confidence and responsibility entrusted in them is something that they can be proud of. Although Langkawi on no occasion hosted a mega event, LIMA is considered as a huge achievement for a small island. It is worthwhile to mention that most events held in Langkawi are sport and recreation based, of which almost 80% are international events. There are lots of tourism products that Langkawi has to offer, for example, the geopark (nature) and the unique culture. Sea-related activities such as a variety of food and fresh seafood, is also popular and will enhance the tourists' experience as visitors. However, it is this analysis of Langkawi as an event destination which demonstrates that a well-known tourist destination is an attractive venue for organizing different types and levels of events and that hosting such events can help boost the steady stream of tourists visiting the island annually.

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