

The Factor Affecting Educational Tourism Development Among Local Communities in Selangor, Malaysia

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ABSTRACT

The study examines the factors affecting educational tourism development among local communities in Selangor, Malaysia and to find out the local practice and communication with overseas students who are substantially connected to socio-cultural effect, economic impact, and local community interactions with international students than other factors. A survey was conducted using questionnaires, involving 350 respondents who visited educational tourism development among local communities in Selangor. Descriptive and correlation analysis were used to analyze data obtained. The findings revealed that the environmental impact, socio-cultural impact, and economic impact of educational tourism had a significant effect on local communication. The research has shown that student attendance has an impact on local communities, owing to an increase in local development. However, it's unclear whether this effect is a natural result of tourism in any form, or if it's the result of the university's deliberate strategy in its design or management in educational opportunities.

Keywords: *Educational Tourism, Local Communities, Environmental Impact, Economic Impact, Sociocultural Impact*

INTRODUCTION

The chapter looks into the factors affecting educational tourism development among local communities in Selangor, Malaysia. Nowadays, tourism has been gaining attention within the global economy. The event of tourism is viewed as a resource of recent employment, and an enhancement to community infrastructure that may fascinate other industries (Judd and Krause, 1976). Since one of the determinants of successful tourism is residents' perception, it's important to own a tool which enables us to live with various factors toward educational tourism development.

Since 2001, the South East Asian nations are quickly developing in their ability to draw in tourists from across the planet (Hsu et al., 2009), within the Association of Southeast Asian Nations, Malaysia has had extraordinary economic progress (ASEAN). Following the economic and oil industries, tourism is Malaysia's third most vital industry (Asari et al., 2011). Educational tourism is currently the most popular types of tourism in the world. Malaysia has also climbed to 11th place within the world in terms of overall foreign student population. Malaysia's Ministry of Upper Education (MOHE) has set a target of 200,000 international students by 2020. (MOHE, 2011).

BACKGROUND OF THE STUDY

The aim of this research is to investigate the elements that influence educational tourism development in Malaysian communities. The findings show that locals' practice and communication with overseas students were substantially connected to sociocultural effect, economic impact, and local community perceptions toward educational tourism. Furthermore, citizens' attitudes have a greater impact on local communities' interactions with international students than other factors. The implications of this study give fresh insights into future research by highlighting this existing dilemma, since educational tourism plays an increasingly vital role in the development of communities in Malaysia.

DEFINITION OF TERMS

Educational Tourism

Educational tourism is defined as any programme in which a group of people travels to a destination with the primary goal of participating in a learning experience directly related to the location. Ecotourism, heritage tourism, rural/farm tourism, and student exchanges between educational institutions are variety of the sub-types.

Learning new things and gaining new information about the culture or history of other locations are all an element of educational travel. Its major focus is on learning new things, learning about different cultures, happening study tours, and putting what you've learned into practise. For the past several years, this has been one altogether the foremost popular varieties of tourist activity; for example, people visit study different languages. Educational tourism is expanding at a quicker rate because the appeal of teaching and acquiring new skills grows. Educational tourism has emerged as a viable alternative to mass tourism on an oversized scale.

In recent years, the overall rise in society's educational level has had a giant influence on the tourist business. Satisfying curiosity about people and their language and culture; inspiring concerns for natural environments, or deepening the fascination with cultural heritage and historic places are a number of the goals of educational tourism.

History of Educational Tourism

Educational tourism has its origins in antiquity. However, it had its own idiosyncrasies supported the economical, political, cultural, and historical situations during various phases of its growth.

Educational tourism may be a long-standing notion that dates back to the 17th, 18th, and early 19th centuries. During the 17th to 19th centuries, the 'Grand Tour' was viewed because the beginning of educational tourism, which was first performed by aristocratic British youngsters as a part of their education. Many of them were scholars from England, Germany, and other European nations who were on a circuit of the continent.

RESEARCH PROBLEM

According to the findings of the study, local communities confront challenges in sustaining an environment that's a good commitment for each tourist education they perform. Furthermore, tourism education should target learning knowledge in terms of history, culture, society, and language, but they encounter cultural shocks on location, causing them to be less enthusiastic than they were initially. This example causes individuals to lose sight of the most reason they came to find out.

As a result, the person up to the mark must promptly inform them so as for them to take care of the maximum amount of focus as possible. This can be because of the very fact that they're the tourism industry's successors. A spotlight on employability is clearly at odds with the aim of developing graduates who are capable of critical thinking. Taking a realistic approach, educators should specialize in preparing students to be employable, whereas a theoretic approach would require educators to supply students with higher order competencies, facilitate planning and self-reflection skills, and, more broadly, to acknowledge that their knowledge management will have an impression on the tourism and hospitality industry's future.

The main weakness of the research is that the behaviour of the individuals themselves after they don't perform their responsibilities with trust makes educational tourism not run as planned. Therefore, this attitude will present problems within the future if not controlled immediately and this educational tourism are going to be ineffective against them.

RESEARCH OBJECTIVE

1. To identify the relationship between environmental impact towards the development of educational tourism in Selangor, Malaysia.
2. To identify the relationship between economic impact towards the development of educational tourism in Selangor, Malaysia.
3. To identify the relationship between sociocultural impact towards the development of educational tourism in Selangor, Malaysia.

RESEARCH QUESTION

1. What is the relationship between environmental impact towards the development of educational tourism in Selangor, Malaysia?
2. What is the relationship between economic impact towards the development of educational tourism in Selangor, Malaysia?
3. What is the relationship between sociocultural impact towards the development of educational tourism in Selangor, Malaysia?

SIGNIFICANT OF STUDY

The findings of this study will delve into greater detail about the elements that influence the growth of educational tourism in Selangor, Malaysia. In addition, this research will look into the economics of tourism education as well as the sociocultural aspects of tourism education in the area. One of the reasons we research tourism education is that we are becoming increasingly interested in the factors that influence tourism education in the local community. For the researchers, the study will help them to uncover critical areas in the factors affecting educational tourism that many researchers were not able to explore.

SUMMARY

The first chapter of this study begins with the study's background and goes on to describe the factors that influence educational tourism development in Selangor, Malaysia. The research objectives, research questions, research problem, and significance of the study are then presented.

LITERATURE REVIEW

Residents' attitudes toward sustainable tourism have a big impact on tourist development policies. Policymakers and destination marketers should benefit from a greater knowledge of citizens' attitudes toward sustainable tourism, according to Sirakaya, Ekinci, and Kaya (2008). Because citizens' perspective is one of the determinants of successful tourism, it is critical to have a tool that allows us to assess many elements related to educational tourism development. Many academics have explored numerous criteria to gauge residents' behaviour toward tourist growth during the last few years, including social, environmental, perceived economic gain, and attitude factors (Sirakaya, Jamal, and Choi, 2001).

Dependant variable

A dependent variable is precisely what it sounds like, just like an independent variable. It is dependent on a variety of things. A test score, for example, might be a dependent variable since it is affected by a variety of things such as how much you studied, how much sleep you had the night before the test, and even how hungry you were when you took it. When looking for a link between two things, you're usually attempting to figure out what causes the dependent variable to vary in the manner it does.

The dependent variable in this research is the awareness of the development of educational tourism in Selangor, Malaysia. Educational tourism is a programme in which a group of potential learners travels to a certain destination with the goal of participating in a learning activity that is directly connected to the site (Bodger, 1998). However, the role of the local population in assessing the social impact of tourism is an essential aspect that has received little attention in tourist literature (McCool & Martin, 1994). There are few studies on

educational tourism and the attitudes of local populations regarding it, notably international students and their influence on local inhabitants' lives.

Independent variable

The independent variable is a feature of a psychology experiments that is manipulated or changed by researches rather than by other variables. For example, studying would be the independent variable in a study of the effects of studying on the scores.

First and foremost, environmental impact is one of the factors affecting educational development among local community in Selangor, Malaysia. Tourism increase, according to Wall and Mathieson (2006), eventually leads to environmental changes. Tourism may be a user and, in some ways, an abuser of environmental resources, whether these resources are natural resources such as land, water, and air, or man-made environments such as monuments and parks (Nickerson, 1996). In other words, as a result of the use of environmental resources, tourist development may create and impose advantages as well as costs for a place. Both direct tourist activities and structures that support tourism activities can have negative environmental consequences (Gladstone & Curley & Shokri, 2013). Because tourism and the environment have such a complicated connection, it's helpful to have a broad understanding of the term "environment." According to Mieczkowski (1995), the sum of all external conditions, both physical and human, which includes all living creatures, humans, society, or mankind, is both alive and physical.

In the second place is economic impact. What we can see is, when states see a drop in revenue, they reduce government spending and programme. Education is frequently the first to be removed. When a state's education budget is cut, it affects teacher wages, hiring, and retention. Funding for numerous educational activities that help kids and the community is also drastically curtailed, resulting in an under educated student population. Furthermore, support staff is reduced, resulting in the loss of roles such as teaching aids and parent-teacher liaisons. Higher education, like the rest of the economy, has to decrease costs. As a result of the economic crisis, "higher education policy has entered a phase of extreme rationalization with an emphasis on 'reducing the surplus fat' and 'balancing the budget,'" according to an article in "University World News." When states make budget cuts, they normally start with discretionary spending. Money for schooling and extra educational activities are frequently included.

The last but not least, sociocultural impact. Tourism impact studies are one of four separate, but overlapping perspectives on sociocultural impacts. This emphasizes the inextricable ties that exist between this and other forms of consequences, such as economic and environmental ones. Aside from that, there's Host, which is all about visitor engagement. This study examines the sociological and psychological changes that occur as a result of interactions between visitors and various destination towns. Following that, tourist systems, which refer to the tourism production side, may be built in a way that reduces negative affect, such as segregated tourist facilities that may reduce exposure to behaviour regarded bad by locals. Last but not least, there are tourists and their behaviour to consider (typologies). This focuses on visitor requirements and wants, as well as how much they regard the needs and wants of destination communities, such as adapting or disrupting local conventions.

It's also worth noting that policymakers may be unaware of the harmful effects of educational tourism on local communities. Residents and host towns may also be unaware of policymakers' objectives for long-term tourism schemes. As a result of such contacts, a balance can be achieved between tourist stakeholders and local communities in order to improve educational tourism development (Samah et al., 2012). Above all, it is stated that comprehensive synchronization between local and tourism planners did not promote tourism projects (Jenkins, 1982). As a result, the importance of local populations' perceptions of tourism impacts in developing tourism regulations cannot be overlooked. As a result, local community participation in tourism is important. Development can help to speed up the process and improve the quality of life in the community.

HYPOTHESIS

The hypotheses of the study were to find a positive statement to support the researcher's findings that there is a relationship between the two variables.

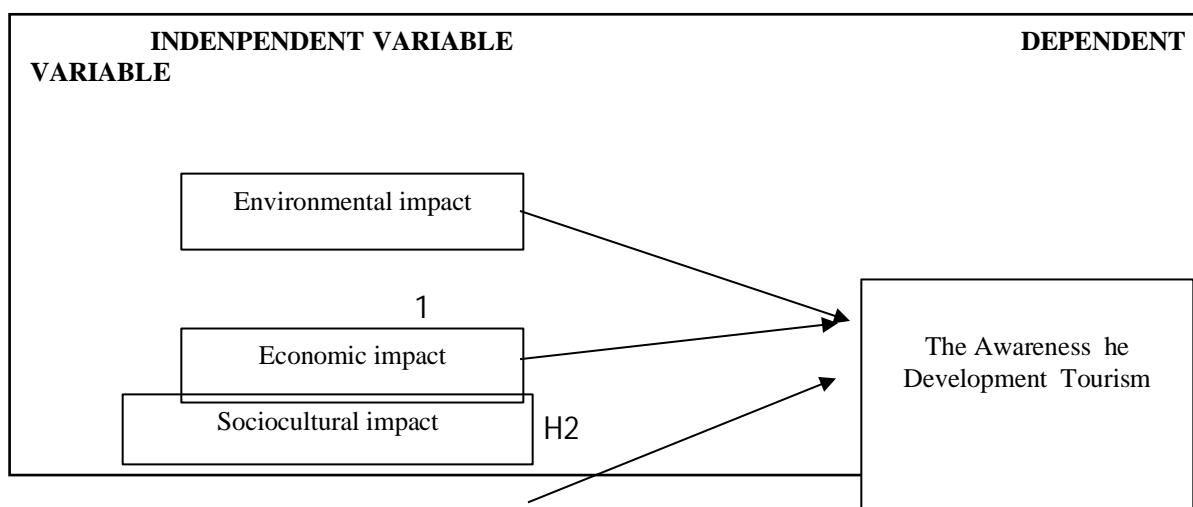
H1: There is a significant relationship between environmental impact towards the development of educational tourism in Selangor, Malaysia.

H2: There is a significant relationship between economic impact towards the development of educational tourism in Selangor, Malaysia.

H3: There is a significant relationship between sociocultural impact towards the development of educational tourism in Selangor, Malaysia.

CONCEPTUAL FRAMEWORK

This study proposes an integrative research model established based on the literature review in order to study the influence of educational tourism development in Malaysian communities. Figure 2.1 shows the three factors that had been identified as independent variables: the environmental impact, economic impact, and sociocultural impact. The awareness of the development of educational tourism is the dependent variable.



The major goal of this research is to seem at the link between local communities' attitudes and also the sociocultural, economic impact, and environmental impact of educational tourism, additionally as people's involvement within the growth of educational tourism. If there's a link between educational tourism development and citizens' perceptions, marketers and stakeholders must evaluate the usefulness of those links in marketing tactics. the worth of this research on the characteristics that influence educational tourism will aid marketers and academics in a verbalizing people' support for educational tourism in a sort of places. This study looks into the weather that influence how locals in Selangor, Malaysia view educational tourism.

METHODOLOGY

INTRODUCTION

This chapter discusses the research methodology used in this study, including the research design, sampling design, data collection procedure, and methods used. Each study used in this study is critical to understanding in greater depth and unraveling the issues that arise in this study. As a result, we must be careful to capture every detail so that this case study can be used as a reference in the future.

RESEARCH DESIGN

Research design is the framework for the methods and techniques that will use by a researcher. The design aids researchers in the development of appropriate research methods for the subject matter and the creation of successful studies. The decision to be made regarding research approach is a very important decision in the research design process because it determines how relevant information for the study will be obtained; however, the research design process involves many interrelated decisions. It entails the types of facts required to investigate a theory, collect and interpret phenomena, and evaluate a programme. Instead, the research team can begin their investigation as soon as possible, before critically considering what information is required to respond to the researcher's questions. Without these design issues, the conclusions reached are shaky and uncertain, and as a result, they fail to address the entire research problem (Kirshenblatt-Gimbakett, 2008).

For your information, quantitative and qualitative studies are the two types of research. Using case studies, qualitative research is used to evaluate the relationship between collected data and observation based on statistical equations, as well as to analyse the significance and perception of complex social phenomena such as the essence of human experience. Quantitative research design is used when statistical conclusions are required to collect actionable insights. Numbers give you a better perspective when making important business decisions. Every organization's growth depends on quantitative analysis design approaches. When it comes to making decisions about the company's future, insight derived from hard numerical data and analysis is extremely useful. For our research, obviously we use quantitative to know more details about the factor affecting educational tourism development at Selangor, Malaysia.

POPULATION

The population of awareness is the study's target population that it proposes to study the treat. In proven research studies, it is frequently not appropriate to recruit the complete population interest. As an alternative, the investigators will make-instance form of the population of attentiveness included in the study.

A sample is a specific group that will collect data from. The size of the sample is always lesser than the total size of the population. In a research, a population doesn't always refer to people. It can mean a group containing elements of anything you want to study, such as objects, events, organizations, countries, species, organisms, etc (Bhandari, 2021).

300 respondents of university students from different IPT's in Selangor such as Universiti Tunku Abdul Rahman (UTAR), Universiti Kebangsaan Malaysia (UKM), Universiti Kuala Lumpur Malaysia, Universiti Nottingham Kampus, and Kolej Universiti Islam Selangor (KUIS). A multi-dimensional questionnaire was developed to examine residents' perceptions of educational tourism impacts in Selangor, Malaysia.

SAMPLE SIZE

The researcher chose Selangor as it is the main city in the country which became one of the main educational tourist's attractions. Furthermore, Selangor has always been the chosen destination by educational tourists.

Sample size refers to the number of participants or observations included in a study. This number is usually represented by n. The size of a sample influences two statistical properties which are the precision of our estimates and the power of the study to draw conclusions (Health, 2008). By sample size, we understand a group of subjects that are selected from the general populations and is considered a representative of the real population for a specific study. Based on the sampling method, the appropriate sample size is 384 based on Krejcie and Morgan (1970) above all 100000 students universities. The population are based on the university students at IPT in Selangor, Malaysia.

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	20000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384

Table 3.1: Table to determine the sample size from A given population
(Source: Kejcic and Morgan, 1970)

Noted: N is population
S is sample size

SAMPLING METHOD

Sampling method is the way in which selecting individuals to be research participants is critical (Datta,2018). How we select participants will determine the population to which we may generalize our research findings. The sampling method can be categorized into two types which are probability sampling and non-probability sampling.

In this study, probability sampling is used. Probability sampling means that every item in the population has an equal chance of being included in the sample. One way to undertake random sampling would be if the researcher was to construct a sampling frame first and then used a random number generator computer programme to pick a sample from the sampling frame (Zikmund, 2002). Probability or random sampling has the greatest freedom from bias but may represent the most-costly sample in terms of time and energy for a given level of sampling error (Brown, 1947). Simple random sampling is made, in which every item in the population has an equal probability of being chosen for the sample. Because the selection of items is solely based on chance or probability, this sampling methodology is also referred to as a method of chances. Simple random sampling is a basic sampling approach that can easily be included into a more complicated sampling scheme. This sampling method's major feature is that every sample has the same chance of being picked.

DATA COLLECTION PROCEDURE

For this research, a multi-dimensional questionnaire was developed to evaluate residents' attitude and practices towards educational tourism development in Malaysia. This is because face to face sampling surveys cannot be conducted during this period, thus the data will be collected online. Google Forms are sent to students via social media such as WhatsApp status and groups, Instagram story and Facebook story. The selection criteria to answer the questionnaire is simple. First, the respondent must be between the ages of 15 to 30. The age range was determined based on the age range of Malaysian youth. Second, respondents should be Malaysian citizens who are studying in Selangor.

RESEARCH INSTRUMENT

Research instrument refers to a method for gathering, observing and analysing data relating to research topics.

The instrument consisted of questions related to the sociocultural, economic impacts and local community attitude towards educational tourism on residents in Selangor neighbourhood in Malaysia. Besides, the instrument assessed residents' demographic variables. All items were measured using a 5-point Likert-scale, ranging from strongly disagree (1) to strongly agree (5). The questionnaire was separated into three sections. Section A contains the demographic of the respondent such as gender, nationality, religion, age, race, educational and income level. Section B is about the factors affecting the development of educational tourism (environmental impact, economic impact, and sociocultural impact). Section C focusing on awareness of tourism educational development.

DATA ANALYSIS

Data analysis is the process of organizing, describing, representing, evaluating, and interpreting data using statistical methods. First and foremost, when conducting the analysis, it is important to have a clear understanding of the research's goal. Descriptive analysis is the most frequent method to analyse quantitative data.

Descriptive Analysis

The descriptive analysis would be used to determine the demographic profile of the respondents, including percentages, frequencies, means, and mean averages. The data will be taken by gender, race, age, education, religion, and nationality. The collection of mean tables is used to determine whether respondents are likely to agree or disagree with the questionnaire argument. In this research study, the researcher can collect a large number of measurements or measure a large number of people. Descriptive analysis can assist the researcher in intelligently simplifying enormous volumes of data with a more concise overview. Descriptive analysis is the step important for organizing statistical analysis. Descriptive analysis will aid data distribution and make it possible to identify relationships between independent variable variables and dependent variables to organize more statistical analysis.

Table 3.2: The relationship between Mean and level of agree

Range of mean	Level of agree
4.51-5.00	Strongly Agree
3.51-4.50	Agree
2.51-3.50	Neutral
1.51-2.50	Disagree
1.0-1.50	Strongly Disagree

Pearson Correlation

Pearson's correlation coefficient is a statistical test for determining the link or statistical connection between two variables. Besides that, Pearson correlation is utilized when researchers have two quantitative variables and wish to see if there is a linear relationship

between those variables. It is likewise based on the covariance principle and is widely regarded as the most accurate method for calculating the relationship between two variables of interest. It provides details on the extent and similarity of the contact, as well as the trajectory of the relationship. Pearson correlation can be divided into two categories: positive (+) and negative (-). If the result is between -1, there is no perfect positive correlation between two numbers. When there is a perfect positive correlation between two variables, it suggests 1. When the result is 0, it means that the independent and dependent variables do not have any relationship.

Table 3.4: Rule of Thumb of Correlation Coefficient Size

Coefficient Range	Strength of Correlation
0.9 to 1.0 / -0.9 to -1.0	Very High
0.7 to 0.9 / -0.7 to -0.9	High
0.5 to 0.7 / -0.5 to -0.7	Moderate
0.3 to 0.5 / -0.3 to -0.5	Low
0.0 to 0.3 / -0.0 to -0.3	Little, if any

SUMMARY

This chapter has discussed research design that being used to carry out this study. Population, sample size, sampling method, data collections, research instrument and plan of data analysis which are important has been discussing. For this study, quantitative method is chosen in terms from questionnaires that will be distributed to the respondents.

More research is needed, however, to provide evidence and develop intervention models for more strategic placements and educational tourism operations to support the university's regional dimension. Previous research has shown that student attendance has an impact on local communities, owing to an increase in local development. However, it's unclear whether this effect is a natural result of tourists in any form, or if it's the result of the university's deliberate strategy in its design or management in educational opportunities.

FINDINGS

Profile Sample

Table 1: Respondents Profile

Demographic		Frequency (N)	Percentage (%)
Gender	Male	161	45.4
	Female	189	53.2
Race	Malay	209	58.9
	Chinese	78	22.0
	Indian	62	17.5
	Other	1	0.3
Education	Primary school	6	1.7
	Secondary school	72	20.3
	Diploma	73	20.6

	Undergraduate	117	33.0
	Postgraduate	82	23.1
Occupation	Government sector	28	7.9
	Private sector	57	14.4
	Unemployed	30	8.5
	Student	239	67.3

Table 1 shows the characterization of respondents. 161 out of 350 respondents were male represented 45.4%, while 189 respondents were female, 53.2%. 58.9% of the respondents were Malay, 22.0% of the respondents were Chinese, 17.5% of the respondents were Indian and 0.3% of the respondents were others. 1.7% of the respondents from Primary school, 20.3% of the respondents from Secondary school, 20.6% of the respondents from Diploma, 33.0% of the respondents from Undergraduate, and 23.1% of the respondents from Postgraduate. 7.9% of the respondents came from the government sector, 14.4% of the respondents came from the private sector, 8.5% of the respondents were unemployed, and 67.3% of the respondents were students.

Analysis of Factor Affecting the Development of Educational Tourism in Selangor, Malaysia

Table 2: Descriptive Analysis

Variables	Item Description	Mean Score	Standard Deviation
IV1: Environmental Impact	Because of educational public transportation has improved.	4.29	0.914
	Because of educational tourism transportation system are becoming more convenient.	4.34	0.851
	Because of educational tourism transportation system are becoming more convenient.	4.25	0.849
	Because of educational tourism health service has improved.	2.92	1.534
	Educational tourism has created traffic congestion, noise and air pollution.	2.87	1.543
IV2: Economic Impact	Educational tourism made more opportunities for local entrepreneurs.	4.33	0.876
	Educational tourism made more opportunities for foreign entrepreneurs.	4.21	0.908
	Educational tourism have given economic benefits to local people and small business.	4.29	0.826
	Educational tourism created employment opportunities for local residents.	4.38	0.817
	The prices of goods and services have been increased because of educational tourism.	3.13	1.472
IV3: Sociocultural Impact	Because of educational tourism, our quality of life has improved.	4.32	0.912
	Educational tourism is the major reason for the great variety of entertainment in Malaysia.	4.30	0.862
	Educational tourism has increased street crime.	2.82	1.517
	Educational tourism has a positive impact on Malaysian's cultural identity.	4.30	0.894
	Educational tourism has led to more prostitution and other misconduct cases (such as drugs trafficking)	2.73	1.572
DV: The Development of Educational Tourism in Selangor, Malaysia	The open policy by the government will promotes educational tourism in Malaysia.	4.27	0.906
	The initiative by the government to make Malaysia as an educational hub will encourage educational tourism.	4.29	0.881

	Educational tourism will bring more positive outcomes than negative outcomes to the Malaysian people.	4.30	0.892
	I am looking forward to meet international people to learn about their culture.	4.12	0.972
	If I have friends abroad, I would like to encourage them to send their children to study in Malaysia	4.24	1.031

“Environmental impact” for educational tourism transportation system is becoming more convenient scored the highest (mean = 4.34, SD = 0.851). Respondents agreed that educational tourism public transportation has improved (mean = 4.29, SD = 0.914). Respondents agreed that educational tourism transportation system are becoming more convenient (mean = 4.25, SD = 0.849) and educational tourism health service has improved (mean = 2.92, SD = 1.534). Meanwhile, educational tourism has created traffic congestion, noise, and air pollution scored the lowest (mean = 2.87, SD = 1.543).

“Economic impact” for educational tourism created employment opportunities for local residents scored the highest (mean = 4.38, SD = 0.817). Respondents agreed that educational tourism made more opportunities for local entrepreneurs (mean = 4.33, SD = 0.876). Respondents also agreed that educational tourism have given economic benefits to local people and small business (mean = 4.29, SD = 0.826) and educational tourism made more opportunities for foreign entrepreneurs (mean = 4.21, SD = 0.908). Meanwhile, the prices of goods and services have increased because of educational tourism scored the lowest (mean = 3.13, SD = 1.472).

“Sociocultural impact” for educational tourism, our quality of life has improved scored the highest (mean = 4.32, SD = 0.912). Specifically, respondents slightly agreed that educational tourism is the major reason for the great variety of entertainment in Malaysia (mean = 4.30, SD = 0.862) and educational tourism have a positive impact on Malaysian's cultural identity (mean = 4.30, SD = 0.894). Respondents agreed that educational tourism has increased street crime (mean = 2.82, SD = 1.517). Educational tourism has led to more prostitution and other misconduct cases (such as drugs trafficking) scored the lowest (mean = 2.73, SD = 1.572).

The dependent variable - The Development of Educational Tourism in Selangor, Malaysia for educational tourism will bring more positive outcomes than negative outcomes to the Malaysian people scored the highest (mean = 4.30, SD = 0.892). Literally, respondents strongly agreed that the initiative by the government to make Malaysia as an educational hub will encourage educational tourism (mean = 4.29, SD = 0.881). Respondents also agreed that the open policy by the government will promote educational tourism in Malaysia (mean = 4.27, SD = 0.906) and like to encourage them to send their children to study in Malaysia (mean = 4.24, SD = 1.031). Lowest scored for looking forward to meet international people to learn about their culture (mean = 4.12, SD = 0.972).

Relationship between environmental impact, economic impact, and sociocultural impact on the development of educational tourism in Selangor, Malaysia

Table 3: Pearson Correlation

Correlations					
		ENVIRONM ENTAL	ECONOM IC	SOCIOCULT URAL	DV
ENVIRONMEN TAL	Pearson Correlation	1	.706**	.798**	.447**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	350	350	350	350
ECONOMIC	Pearson Correlation	.706**	1	.719**	.709**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	350	350	350	350
SOCIOCULTUR AL	Pearson Correlation	.798**	.719**	1	.493**
	Sig. (2-tailed)	<.001	<.001		<.001

	N	350	350	350	350
DV	Pearson Correlation	.447**	.709**	.493**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	350	350	350	350
**. Correlation is significant at the 0.01 level (2-tailed).					

The result in Table 3 indicates that environmental impact, .1 which is indicated weak linear relationship. Following to economic impact showed .706. Meanwhile, for sociocultural impact showed .798, indicating moderate linear relationship. All three variables positively correlated and significant since $p < 0.05$.

H1: There is a significant relationship between environmental impact and the development of educational tourism in Selangor, Malaysia.

H2: There is a significant relationship between economic impact and the development of educational tourism in Selangor, Malaysia.

H3: There is a significant relationship between sociocultural impact and the development of educational tourism in Selangor, Malaysia.

DISCUSSION & RECOMMENDATION

Discussion is aimed at solving questions and addressing hypotheses as mentioned in the first chapter of this study. In general, this study has extensively researched the factors effecting the development of educational tourism in Selangor, Malaysia. Based on the findings of the study, the current study would provide several recommendations for the development of educational tourism.

This study has its own boundaries that give the researchers challenges in implementing the study. For future research determinations, some challenges need to be emphasized. Future research requirements to create another method to get grander result such as interview method or create some open-ended inquiries for respondents to get high response rate, good justification and better understanding. The scope of study will be more complete, and more information can be accomplished.

CONCLUSION

The purpose of this research is to look at the elements that influence educational tourism development in Selangor, Malaysia. The findings revealed that the environmental impact, socio-cultural impact, and economic impacts of educational tourism had a significant effect in locals' communication. This study adds some methodological and conceptual insights into the local community's attitude to educational tourism development. To begin, a multidimensional questionnaire for educational tourism development was created to assess Malaysian people' understanding and attitudes regarding educational tourism.

Finally, in theory, this study backs up earlier research on other parts of the tourist industry. However, more investigation outside the scope of this work should be necessary for theory testing research.

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