CONTEMPORARY ISSUE OF DESTINATION MARKETING: THE IMPACT OF FLOOD AND DROUGHT TOWARDS WATER SUPPLY IN KUALA LUMPUR

Nur Amalina Mohamad Zaki¹, Siti Nur, Siti Falindah Padlee², Siti Nur 'Atikah Zulkiffli³,
Fatimah Che Sulaiman⁴, Mohd. Sofiyan Sulaiman⁵ & Effi Helmy Ariffin⁶

^{1,2,3,4}Faculty of Business, Economics, and Social Development, Universiti Malaysia Terengganu

⁵Faculty of Ocean Engineering Technology and Informatics, Universiti Malaysia Terengganu

⁶Faculty of Science and Marine Environment, Universiti Malaysia Terengganu

(amalina@umt.edu.my, siti.falindah@umt.edu.my, atikahzulkiffli@umt.edu.my, n.fatimah@umt.edu.my,
sofiyan@umt.edu.my, effihelmy@umt.edu.my)

ABSTRACT

As a result of globalisation, destination marketing has become essential as cities, states, regions and countries compete with one another to attract huge investment and tourists (Baker & Cameron, 2008). In order for these destinations to compete effectively, it is essential to explore how natural disasters may have impacted the destination. Basic utilities such as water resources could have been impacted by natural disasters. To date, little is known on the impact of natural disasters on the water supply which may directly and indirectly affect the image of a destination. Information on the characteristics of natural disasters, namely floods and drought, (i.e., the time duration, location and the severity) based on the individual destination are also not known. Hence, the main objective of this study is to understand the economic and socio-economic aspects of natural disasters on water supply. To fulfill the research gap, a qualitative study was performed. Specifically, two focus group discussions were executed on household representatives of the Federal Territory of Kuala Lumpur in regard to natural disasters like floods and droughts. Based on the research findings, there is no issue of water supply associated with the flood crisis. However, there are mix opinions on the correlation of droughts and the water supply, with majority believing that there is no correlation between droughts and water supply in the Federal Territory of Kuala Lumpur. The findings of this qualitative study may serve as the foundation for a quantitative study (i.e., developing sets of questionnaires), and may contribute for policymakers and water utility providers in comprehending the issues and taking precautions prior to the occurrence of natural disasters.

KEYWORDS: Destination Marketing, Water Supply, Flood, Drought, and Sustainable Tourism

PURPOSE AND BACKGROUND

Due to the increasing population growth, urbanisation industrialisation, and various economic activities (Syuhada *et al.*, 2021) including tourism activity, the demand for water supply is projected to undergo massive changes especially in urban area such as the Federal Territory of Kuala Lumpur. Yet, the service of water supply is normally taken for granted (Syuhada *et al.*, 2021).

Based on previous studies, little is known about the impact of natural hazards, such as floods and drought, towards water supply. Information on the characteristics of natural hazards, namely flood and drought, (i.e., the time duration, location and the severity) based on individual destination are also not known. Therefore, the objectives of this study are two-fold.

The first objective of this study is to explore the characteristics of natural hazards, namely floods and droughts, on water supply of Federal Territory of Kuala Lumpur. The second objective of this study is to understand the economic and socio-economic aspects natural disasters (such as floods and droughts) on water supply in the Federal Territory of Kuala Lumpur.

METHODOLOGY

This study begins with the development of a qualitative interview guide. Based on the flood and drought zoning areas in the Federal Territory of Kuala Lumpur, two (2) focus group discussions were used to interview households (20 interviewees).

Specifically, 8 respondents were interviewed regarding the floods and 12 respondents were interviewed regarding droughts in the Federal Territory of Kuala Lumpur. These households were chosen from areas affected by flash floods and droughts (in the Federal Territory of Kuala Lumpur), making them ideal respondents.

Each focus group discussion took place between 90 to 120 minutes. All qualitative data were successfully collected and transcribed verbatim. Interviews performed in other languages (other than English) were then translated and manually analysed.

FINDINGS

The key findings of this study are that the floods usually occur on the low land or near the river, construction area. It occurred more often in the 1990s compared to in the 2000s and 2010s, and frequently occurred in the evening. Some of the households mentioned that floods usually happen during the rainy season.

Still, some said that floods could occur at any time without regard to any specific season. The duration of the floods were usually short; only a few hours long and do not take more than a few days to clear. There are different opinions on the floods' length and depth be it; ankle, calf, knee, thigh, or waist deep. The floods impacts include: an increase in the financial burden on affected households, trauma, immobility, damage to property and belongings, the need for relocation (of both people and belongings), the need for cleaning, product safety, psychological distress and inconvenience.

With regard to the water supply, there has been no issues with the water supply in the aftermath of a flood in the Federal Territory of Kuala Lumpur.

The majority of the representatives believe that the Federal Territory is quite experienced in handling droughts; as it usually happens at the beginning and in the middle of the year. Some representatives indicated that the droughts might take several days or several months to clear, during which the drought temperatures move between "hot" and "extra hot". The effects of the droughts on households are unpleasant and uncomfortable, the impact on crop yields is disastrous with lower water levels, and less rain.

Some representatives had no water supply issues during drought, while others experienced bad water supply issues during drought, especially after the water disruptions.

CONCLUSION

The key findings of the focus group discussions with the households suggests that there were no issue of water supply associates with the flood crisis in the Federal Territory of Kuala Lumpur. However, opinions were mixed with regards to droughts and water supply in Kuala Lumpur. Some respondents suggested that

there was a possible correlation, and some said that they were unsure whether there was a correlation between droughts and water supply. Majority of the interviewees were of the opinion that there was no correlation between droughts and water supply in Kuala Lumpur.

CONTRIBUTION/PRACTICAL IMPLICATIONS

This study makes both theoretical and practical contributions. Theoretically, the findings from this study (characteristics of floods and droughts in urban areas as well as the impact of such disasters on the on-water supply as well as the economic and socio-economic impacts of the same) may serve as the foundation for future research.

In order to generalise these qualitative findings, future research may use a quantitative approach. The findings of this qualitative study on floods and droughts may serve as the foundation for such a quantitative study, and aid in the development of sets of questionnaires; to be distributed to households.

Practically, this study may also contribute to policymakers and water utility providers comprehension of the issues that arise due to water disruptions caused by natural disasters, and take the necessary preventive measures before these natural disasters hit. Without the strong understanding of water disruption issues at a destination (such as in the Federal Territory of Kuala Lumpur), the destinations image may be tarnished.

ACKNOWLEDGEMENTS

This study was funded by National Water Research Institute of Malaysia (NAHRIM).

REFERENCES

- Baker, M. J., & Cameron, E. (2008). Critical success factors in destination marketing. *Tourism and Hospitality Research*, 8(2), 79-97.
- Mahmoud, S. H., & Alazba, A. A. (2016). Towards a sustainable capital city: An approach for flood management and artificial recharge in naturally water-scarce regions, Central Region of Saudi Arabia. *Arabian Journal of Geosciences*, 9(2), 92.
- Syuhada, C. N., Mahirah, K., & Roseliza, M. A. (2020). Dealing with attributes in a discrete choice experiment on valuation of water services in East Peninsular Malaysia. *Utilities Policy*, 64, 101037.