**PERCEPTION OF LOCAL TOURISTS TOWARDS BORDER SHOPPING TOWN: PADANG BESAR**

Khairul Anis Najwa Binti Muhamad Fauzi
Norziana Binti Abu Samah
Dr Massitah Binti Kipli

anisnajwafauzi@gmail.com

ziana8084@gmail.com

massitah@ptss.edu.my

**ABSTRACT**

Since the 1980s, the tourism industry in Malaysia showed robust growth. As a result, this sector has been given serious attention by the government due to its ability in generating income to the country as well as to increase the socio-economic, status of the people. The formulation of a number of tourism- friendly policies, economic and political stability, strength of the existing tourism resources, opening new destinations as well as an aggressive promotion have contributed to the increase in tourist arrival to this country. To ensure that the tourism industry continues to grow, Malaysia promotes variety of tourism concepts such as eco-tourism, agro tourism, urban tourism, cultural and historical tourism, health tourism, homestay, and so on. One of the tourism concepts that have been promoted is to travel around a number of destinations, which are located on the borders of the country. There are total of 9 attractive tourist locations along the border of Malaysia-Thailand. The most popular activity in this destination is shopping, which majority is visited by the domestic tourist. One objective of the government to develop the border areas to provide job opportunity and source of income to people living near the border as well as open up new areas for development. When discussing about cross- border tourism, some of the issues that are repeatedly raised with this field of area are the trend of tourist movement and destination development, those who benefited from development of border areas, visa issuance policy, administration of the Customs and Quarantine Complex, tax-free status, national security, smuggling activities and others. Therefore, this study will discuss Perception of Local Tourists towards Border Shopping Town: Padang Besar.

Keywords: Perception, Local Tourist, Border Town, Border Shopping.