

Beach Tourism and the Satisfaction Levels of Family Tourists around Pantai Cenang, Langkawi Island

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ABSTRACT

Beach tourism is a recreational activity that is increasingly attracting both international and local tourists in many countries with natural coastal attractions. Beach tourism holds a unique appeal within the industry due to its beautiful natural geographical features, drawing tourists from both domestic and international markets. In Malaysia, beach tourism is no exception in capturing the interest of local tourists, including family tourists. One of the most renowned beaches for this segment is Pantai Cenang, Langkawi Island. This beach is said to possess both natural and man-made features, making it a significant attraction for visitors, particularly family tourists. This paper aims to identify the characteristics and activities of family tourists during their visits to Pantai Cenang, as well as to determine whether their satisfaction is influenced by natural features or man-made elements. The study was conducted using a quantitative approach, based on responses from 350 randomly selected domestic family tourists at Pantai Cenang, Langkawi Island. The theoretical approach adopted to guide this study is the Push and Pull Theory. The results revealed that family tourists visit Pantai Cenang primarily for family vacations. Their visits are filled with recreational activities, such as spending time with children and other family members and bonding activities. Additionally, the findings show that family tourist satisfaction at Pantai Cenang is largely driven by natural features, with an average score of 3.85, compared to man-made features, which scored an average of 3.80. Therefore, various important aspects must be addressed and improved to maintain tourist satisfaction, including ensuring the cleanliness, beauty, and comfort of the beach area, as well as providing adequate facilities throughout the beach experience to encourage repeat visits from tourists.

Keywords: Beach tourism, family tourists, physical features, man-made features, economy, development, attraction factors.

INTRODUCTION

Natural beach destinations offer a distinct appeal, serving as a major tourism draw. The "3S" attractions such as sun, sand, and sea represent the universal image of a beach, which continuously attracts tourists. According to Mendoza et al. (2018), tourism has become an annual phenomenon, drawing millions of tourists who choose beaches as their preferred destination for relaxation and recreation. The trend of beach-based activities is expected to persist, driven by the high demand for natural environments, especially from urban populations and international visitors. As a result, beach tourism is highly popular in five key global regions, particularly in the Caribbean Sea, the Mediterranean Gulf, the Pacific Ocean, the Indian Ocean, and Southeast Asia.

In Malaysia, beaches are among the country's top tourist attractions, alongside its unique cultural diversity, encompassing various races, religions, traditions, festivals, and shopping centres. Malaysia is home to numerous beautiful and captivating beaches that attract visitors. The breathtaking, serene beaches are a valuable national asset, helping to draw both local and international tourists to the country. The peaceful and tranquil atmosphere at the beach encourages many domestic and international tourists to visit for relaxation, to enjoy the natural environment, to relieve stress, to escape the hectic pace of city life, and to spend quality time

with family. According to Johan et al. (2011), safe, clean, and comfortable beaches are the top choices for tourists, providing ideal settings for various activities.

The United Nations World Tourism Organization (UNWTO) reported that global tourism grew in 2016, recording a total of 1.235 billion tourist arrivals worldwide. Langkawi Island, with its distinctive natural beauty, is one of Malaysia's prominent island destinations. Recognizing its uniqueness, Langkawi has been designated as a UNESCO Global Geopark, making it the first geopark in Malaysia and Southeast Asia. This recognition has brought renewed attention to the development of Pantai Cenang as a key tourism product in Langkawi. The Langkawi Tourism Blueprint (2011-2015) highlights the revitalization of Pantai Cenang, positioning it as a premier family-friendly destination. Several proposals were outlined in the blueprint to enhance Pantai Cenang's appeal as a preferred location for family entertainment.

This paper aims to identify the patterns of characteristics and activities of family beach visitors at Pantai Cenang, Langkawi, and to determine the factors influencing their choice of beach destination, whether based on natural or man-made features, as well as their satisfaction with their visit to Pantai Cenang.

LITERATURE REVIEW

Beach Tourism

Beach tourism refers to tourism activities conducted along the coastline. It is a form of nature-based tourism that is increasingly becoming an attraction for today's society. In this regard, the natural environment of the beach must be preserved to continue attracting tourists to visit these beach destinations.

Globally, beaches are among the most popular places for recreation and leisure, enjoyed by people from all walks of life. Beaches also serve as dynamic zones where coastal currents converge. As a result, coastal areas and islands have become prime destinations for both international and local tourists (Roca et al., 2008; Cervantes et al., 2015). According to Filip (2004), coastlines are crucial regions that serve as key tourism destinations, contributing significantly to the economic growth of a country.

Family Tourists

Consequently, there is no comprehensive definition of family tourists. Essentially, family tourists refer to a group of family members travelling together for leisure, whether domestically or internationally. According to the study by Habibah Ahmad (2002), family tourists represent a family unit on vacation, engaging in activities together such as relaxing or spending leisure time. These activities may involve the entire family or just some of its members.

Family tourists can be categorized into several groups, including partial and full families. A partial family consists of a married couple without children, while a full family includes a couple with children. Additionally, an extended family consists of a combination of family members, including other relatives such as grandparents. According to Carr (2011), family tourism benefits all members of the family by providing opportunities to spend time with children, strengthening family bonds, and enhancing communication.

Tourist Attractions

Tourist attraction features are often evaluated based on visitors' or tourists' opinions regarding a destination's ability to meet their vacation needs and provide satisfaction. According to Formica (2002), studying the characteristics of tourist attractions is crucial for understanding the elements that motivate individuals to travel. Furthermore, the level of facilities available at a resort or destination significantly affects the overall satisfaction of visitors. Several studies have highlighted the importance of attraction features, from the tourists' perspective, in evaluating a destination (Norazimah, 2015; Velan et al., 2015; Remali & Nor' Azurah, 2017).

Velan et al. (2015) conducted a study on the satisfaction of international tourists with the tourism activities and facilities provided at Mamutik Island, Kota Kinabalu. Scuba diving, swimming, and marine life observation were identified as the main tourist attractions and activities on the island. Various services and facilities were

offered to tourists, including jetties, restrooms, picnic and barbecue areas, sunbathing spots, and stalls. The study involved 150 respondents, all international tourists. The findings revealed that the majority of respondents were satisfied with the activities and facilities provided at Mamutik Island. However, several areas required attention from the management to further improve visitor satisfaction, such as increasing the number of restrooms and other facilities, diversifying the activities offered, and providing reasonably priced scuba diving services. This study's results are significant in demonstrating that a variety of activities and high-quality facilities can ensure the loyalty of international tourists, encouraging repeat visits to the tourism destinations in the state.

Remali and Nor'Azurah (2017) conducted a study on the factors that attract tourists to Irama Beach in Bachok, Kelantan. The results of the study showed that the primary reason visitors were drawn to this beach was its proximity to the respondents' residences, with 43% citing this as the main factor. This suggests that the majority of visitors were locals. Other factors contributing to the beach's popularity included the availability of complete facilities (25%), the beach's natural appeal (16%), and the accommodation options offered (14%). From the perspective of generic characteristics, the majority of respondents reported that the basic facilities provided were comprehensive (98%), the beach was easily accessible (90%), the quality of accommodation was good (85%), it was easy to navigate the surrounding area (75%), and a variety of facilities for visitor activities were available (70%). These findings indicate that Irama Beach possesses attractive generic features and a high level of appeal. Regarding specific characteristics, most respondents felt that the beach was clean (90%), the surroundings were attractive (97%), it was safe (91%), there were various beach activities available (98%), water sports facilities were provided (97%), and the ecosystem was interesting (67%).

Norazimah (2015) also studied the role of destination characteristics and tourist satisfaction, focusing on the context of repeat visits to Melaka. The study sample consisted of 358 domestic tourists who had visited Melaka at least once. The instrument used in this study was a questionnaire. The results of the study showed that historical attractions were the most significant destination feature, with an average score of 4.37. In terms of the relationship between tourist satisfaction and destination features, it was found that recreational attractions, cleanliness, and spending during the visit to Melaka had a strong correlation with tourist satisfaction. Other destination features such as historical attractions, food diversity, accommodation facilities, accessibility, road signs, the quality of front desk staff, infrastructure facilities, safety, food prices, and the friendliness of Melaka's citizens showed moderate correlations with satisfaction. However, the relationship between destination features and repeat visits to Melaka was found to have a very low and insignificant correlation.

METHODOLOGY

Study Area

This study was conducted at Pantai Cenang, Langkawi Island, which is already well-known among both local and international tourists. Pantai Cenang is recognized in Malaysia as a family-friendly beach that attracts many visitors. It is also one of the most visited beaches compared to others in the area. Pantai Cenang offers a wide range of tourism products along its coastline, including accommodation, dining, entertainment, support services, and tourism attractions such as the Underwater World Langkawi.

Data Collection and Analysis

This study utilized primary data through a quantitative method. The research data was collected by distributing questionnaires to family tourists around Pantai Cenang, Langkawi Island. In this study, respondents were selected randomly and approached face-to-face by the researcher. The total number of respondents was 350 family tourists, all of whom were domestic visitors. Additionally, an observation method was employed around the beach area to analyze the study location, identify the characteristics and activities of tourists, and determine the factors influencing visitors' selection of Pantai Cenang based on the human-made attractions available around the beach.

In this study, the research results were obtained and analyzed using a quantitative approach. The main instrument of this study involved individuals who were tourists currently on vacation at the study locations. These tourists were accompanied by family members either parents, spouses, or children aged 18 years and above, and participated in the study voluntarily. The data was analyzed using the Statistical Package for Social Science (SPSS) version 20 software. For the analysis method, the data was discussed in the form of descriptive analysis. Descriptive analysis, including frequency and percentage, was used to describe the background of family tourists. Meanwhile, mean scores were used to analyze the level of factors related to the physical and human-made dimensions offered at the beach. This measure was used to assess the highest average mean score among the five components of the physical dimension and six components of the human-made dimension selected, which dominated the family tourists' preferences.

ANALYSIS & RESULTS

Family Tourist Background

Based on Table 1, nearly half of the family tourists visiting the beach destination consist of nuclear families, accounting for 74.4% (261 families), while 25.4% (89 families) represent extended families. Nuclear families can be further divided into two categories: full nuclear families and semi-nuclear families. Full nuclear families recorded the highest visitation rate, comprising 70.1% (246 families). Meanwhile, semi-nuclear families made up 4.3% (15 families). Extended families, or larger family groups, accounted for 25.4% (89 families). Full nuclear families typically consist of parents vacationing with their children, while semi-nuclear families refer to couples without children.

In terms of family life stages, middle-aged families—those married for 5 to 20 years—make up the majority of visitors, accounting for 78.9% (277 families). This is followed by mature families with more than 20 years of marriage at 10.5% (37 families), and young families married for less than 5 years, comprising 10.3% (36 families). When considering the age of children, families with children under 17 years old recorded the highest attendance at 61.0% (214 families). This is followed by families with teenage or young adult children, representing 23.9% (84 families). Families with children under 10 years old make up 10.3% (36 families), while families with adult or married children represent the smallest group, accounting for 4.6% (16 families).

Malay families constitute the majority of visitors to Pantai Cenang, representing 74.9% (262 families), followed by Chinese families at 25.1% (88 families). Interestingly, no Indian families were recorded among the respondents. Nearly half of the visiting families are from urban areas, accounting for 55.4% (194 families). In terms of employment, the largest group of respondents works in the government sector, comprising 35.1% (123 families). This is followed by families employed in the private sector, making up 28.6% (100 families), while 6.6% (23 families) reported having no employment. Regarding income levels, the majority of families fall within the RM1,000 to RM3,000 income bracket, with 35.15% (123 families) falling within this category.

Table 1: Demographics of Family Tourists at Pantai Cenang

Component	Category	Cenang Beach	
		Total	Per cent
Type of family	Basic family	261	74.4
	Extended family	89	25.4
Family category	A semi-full basic family	15	4.3
	Full basic family	246	70.1
	Extended family relatives/in-laws/siblings	89	25.4

Family life span	Young family I (>5)	36	10.3
	Middle family (5-20)	277	78.9
	Mature family (<20)	37	10.5
Family according to the age of the child	Family of children >10 years old	36	10.3
	Family of children >17 years old	214	61.0
	Family of teenagers/youth	84	23.9
	Family of adult/married children	16	4.6
Race	Malay	262	74.9
	Chinese	88	25.1
	Indian	0	0
Placement	Urban Family	194	55.4
	Rural family	156	44.6
Employment sector	Government	123	35.1
	Private Sector	100	28.6
	Self-Employed/Independent	104	29.7
	Unemployed	23	6.6
Salary	Below RM1000	9	2.57
	RM1000 to RM2000	111	31.71
	RM1001 to RM3000	123	35.15
	Above RM3001	107	30.57

The sample size (N) for each aspect consists of 350 respondents (100 per cent).

Source: Field Study (2020)

Main Purpose of Family Visits to Pantai Cenang

Table 2 illustrates the primary reasons for family tourists visiting Pantai Cenang. Based on multiple responses, the most common reason is for family-related purposes, particularly spending leisure time with family members, which accounts for 31.4% (110). This is followed by first-time visitors aiming to explore the destination, contributing 24.3% (85). Additionally, 21.4% (75) of respondents mentioned they visited Pantai Cenang to experience a change of scenery for their vacation, while 16.0% (56) visited for recreational purposes, particularly to try out and enjoy water sports at the resort beach. Lastly, the beach's proximity to their homes was a reason for only 6.9% (24) of the families.

Table 2: Main Purpose of Visit

Main Purpose	Number of Families	Percentage (%)
Recreation	56	16.0
Exploring destination	85	24.3
Change of scenery	75	21.4
Beach location	24	6.9
Family Leisure	110	31.4

The sample size (N) for each aspect consists of 350 respondents (100 per cent)

Source: Field Study (2020)

Main Activities of Family Tourists at Pantai Cenang

Figure 1 illustrates the characteristics and main activities of family tourists visiting Pantai Cenang. Nearly half of the families chose recreational activities as their primary activity at the tourist beach, with a value of 97.4% (341). This was followed by resting at 64.3% (225) and sightseeing at 50.9% (178). Additionally, 46.6% (163) visited the beach for picnics with family. Popular recreational activities around the tourist beach include water sports, beach sports, swimming, sandcastle building, and picnicking.

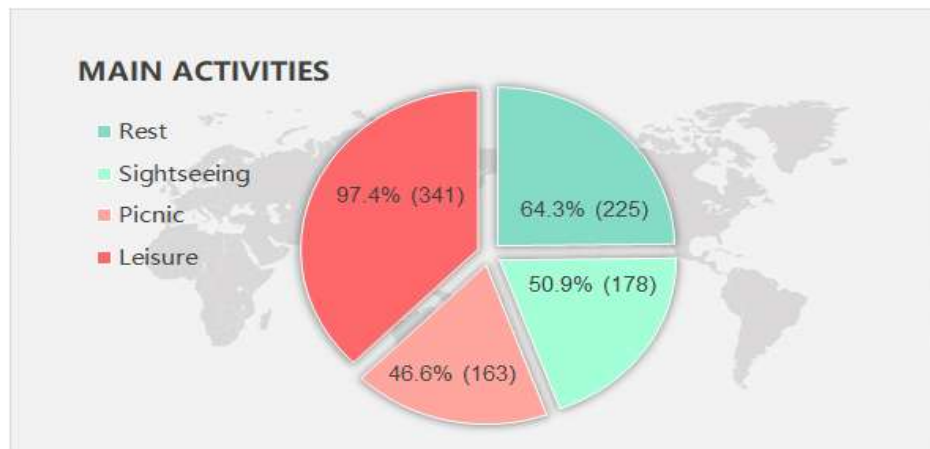


Figure 1: Characteristics and Activities of Family Tourists

Source: Field Study (2020)

Family Satisfaction with Tourism at Pantai Cenang

There are two main attractions for family tourists visiting Pantai Cenang: natural attractions and man-made attractions.

Natural Attractions at Pantai Cenang

There are five dimensions within the physical factors of tourist attractions that influence satisfaction and motivate family tourists to visit Pantai Cenang. These include the beach's physical features, seawater, beach sand, beach environment, and the uniqueness of the beach. The overall mean score for natural factors is 3.84.

The beach has its distinct charm. According to Table 3, the aspect of the beach's uniqueness shows the highest overall mean score among all other natural aspects, with a value of 3.94.

Table 3: Physical Uniqueness of the Beach

Aspect	N	Mean	SD	Interpretation	Rank
Beach Physicality	350	3.70	0.434	High	5
Sea Water	350	3.88	0.484	High	2
Beach Sand	350	3.88	0.590	High	3
Environment	350	3.84	0.601	High	4
The uniqueness of the Beach	350	3.94	0.572	High	1
Overall Mean: 3.84					

Source: Field Study (2020)

The beach is an ideal location for engaging in recreational activities, and Pantai Cenang offers a wide variety of such activities for family tourists. Among the most popular recreational activities are water sports, volleyball, beach soccer, and horseback riding. The statement that the beach is "suitable for recreational activities" is the highest-ranked natural feature of the beach, with an average score of 4.07. A significant 60.9% (213) of family tourists agreed with this statement.

The convenience of the beach's location is the second-highest-rated feature, with 61.1% (214) of family tourists agreeing that the beach is easily accessible. Furthermore, the beach's proximity to business centres such as eateries, tourism product outlets, accommodations, and other tourist attractions, such as Underwater World, the Rice Museum, and other tourist sites, is well recognized. A total of 56% (196) of family tourists agreed with this statement. Additionally, 51.4% (180) of family tourists agreed that the beach is free from tsunami threats, making it a safe place for family activities such as swimming, picnicking, and relaxing.

Table 4: Beach Attractions

Component	Number & Percentage (%)					Mean
	1	2	3	4	5	
Suitable for recreational activities	0	1 (0.3)	55 (15.7)	213 (60.9)	81 (23.1)	4.07
Easy to visit location	0	2 (0.6)	56 (16.0)	214 (61.1)	78 (22.3)	4.05
Beach free from tsunami threats	0	1 (0.3)	97 (27.7)	180 (51.4)	72 (20.6)	3.92
Beach proximity to public and business centres.	0	2 (0.6)	73 (20.9)	196 (56.0)	79 (22.6)	4.01

n=350; *Mean score: 1.00-2.33 (Low); 2.34-3.66 (Moderate); 3.67-5.00 (High)

Note: (1) Unsatisfactory, (2) Less satisfactory, (3) Average, (4) Satisfactory, (5) Very satisfactory

Source: Field Study (2020).

Human-Made Attractions

Table 5 presents six factors of human-made attractions that influence satisfaction and encourage family tourists to visit Pantai Cenang. These factors include beach activities, dining facilities, accommodation facilities,

transportation facilities, touristic sectors, and support sectors. The results show an overall mean score of 3.80. The availability and variety of food and beverages recorded the highest mean satisfaction score of 4.09. This was followed by the support sector with a second-highest score of 4.02, and family-friendly accommodation facilities ranked third with a score of 4.00.

Table 5: Human-Made Attraction Factors

Component	N	Mean	SP	Interpretation	Rank
Activities	350	3.65	0.522	Medium High	5
Food and Beverage	350	4.09	0.582	High	1
Accommodation	350	4.00	0.720	High	3
Transportation	350	3.23	0.995	Medium High	6
Tours	350	3.82	0.870	High	4
Support Services	350	4.02	0.908	High	2
Overall Mean: 3.80					

Source: Field Study (2020).

There are many dining options available for tourists visiting Pantai Cenang, ranging from food stalls to restaurants, and even fast-food chains such as Pizza Hut, McDonald's, and KFC. A total of 61.1% (214) of family tourists were satisfied with this statement. This means they do not need to worry about finding food when vacationing and staying around Pantai Cenang.

The second-highest score was for the support sector, specifically the convenience of 24-hour grocery stores that are easily accessible, with a mean score of 4.09. A total of 45.7% (160) of family tourists were very satisfied with the availability of these stores. This indicates that there are plenty of grocery stores around the beach area to make it easier for visitors to purchase their necessities. Additionally, there are various shopping options such as souvenir shops, clothing stores, spas, 24-hour clinics, pharmacies, and more.

The third-highest attraction in terms of man-made factors is the accommodation facilities, with a mean score of 4.05. A total of 48.6% (170) of family tourists were satisfied with the wide range of accommodation options that meet the needs of families. In addition to offering various types of accommodations such as 1- to 5-star hotels, resorts, chalets, and homestays, these facilities also provide affordable and family-friendly prices. This was followed by the visit sector with a conducive environment, with a mean score of 3.83, recreational activities at 3.30, and the safety of parking areas at 3.23. A total of 34.9% (122) of family tourists remained neutral regarding this statement. According to the tourists, the parking space around the beach is very limited and narrow due to the rapid development occurring around the tourism area.

Table 6: Human-made Factors.

Component	Number & Percentage (%)					Mean
	1	2	3	4	5	
Availability of grocery stores, pharmacies, and souvenir stalls	2 (0.6)	46 (13.1)	32 (9.1)	110 (31.4)	160 (45.7)	4.09
Availability of family-friendly	0	0	81 (32.1)	170 (48.6)	99 (28.3)	4.05

accommodation options						
Variety of food and beverage options	1 (0.3)	2 (0.6)	29 (8.3)	214 (61.1)	104 (29.7)	4.19
Availability of suitable tourist spots (Aquaria, Padi Gallery, etc.)	23 (6.6)	46 (13.1)	19 (5.4)	143 (40.9)	119 (34.0)	3.83
Recreational activities	12 (3.4)	83 (23.7)	74 (21.1)	151 (43.1)	30 (8.6)	3.30
Safety of parking areas/vehicle parking.	73 (20.9)	2 (0.6)	122 (34.9)	77 (22.0)	76 (21.7)	3.23

n=350; *Mean score: 1.00-2.33 (Low); 2.34-3.66 (Moderate); 3.67-5.00 (High)

Note: (1) Unsatisfactory, (2) Less satisfactory, (3) Average, (4) Satisfactory, (5) Very satisfactory.

Source: Field Study (2020)

DISCUSSION

Attraction of Natural and Man-made Factors

Table 7 illustrates the level of attraction and satisfaction of family tourists towards two main factors at Pantai Cenang. The natural attractions are the primary factor in providing satisfaction to family tourists. This is evidenced by an overall mean score of 3.85 compared to the human-made factors, which scored 3.80.

Table 7: Attraction of Family Tourists' Visits.

Dimension	Mean	Rank
Natural Factors		
Beach Physical Features	3.70	5
Sea Water	3.88	4
Beach Sand	3.88	3
Environment	3.84	2
Special Features	3.94	1
Total mean	3.85	
Man-made Factors		
Activities	3.65	5
Food & Beverage	4.09	1
Accommodation	4.00	3
Transportation	3.23	6
Tours	3.82	4

Support	4.02	2
Total mean	3.80	

Source: Field Study (2020)

Table 7 illustrates the level of attraction and satisfaction of family tourists regarding the two main factors at Pantai Cenang. The natural attractions emerge as the primary factor contributing to the satisfaction of family tourists, as evidenced by the overall mean score of 3.85, compared to the man-made factor dimension, which scores 3.80.

Among the components of natural factors, the special features of the beach stand out as the most prominent, with a mean score of 3.94. Regarding the features of the beach, the majority of family tourists rated it as ideal for recreational activities, with a mean score of 4.07 (Table 4). This is because there are a variety of recreational activities available, directly contributing to their satisfaction. The safe and attractive beach structure has become a significant draw for visitors to engage in various activities, whether water-based, ocean-related, or land-based. Additionally, a range of water activity facilities such as banana boats, parasailing, and jet skis are offered. On land, family tourists can enjoy activities such as swimming, building sandcastles, horseback riding, picnicking, and much more. The special features statement encompasses the entire physical aspect of the tourist beach, including its suitability for recreational activities, easy accessibility to the beach, safety, and proximity to towns or cities. All components of the beach's special features have greatly contributed to the high level of satisfaction among family tourists.

Furthermore, the availability and variety of food and beverage options around the tourism beach scored the highest in the man-made factors dimension, with a mean score of 4.09. There are numerous restaurants and eateries located near the beach area, along with accommodation options that offer family-friendly prices. In addition to food and beverage establishments, business centres such as convenience stores, food courts, tourist product outlets, and other tourist attractions are also available around the beach. This variety adds to the satisfaction and appeal of family tourists visiting the area.

However, the lowest-ranked factor is transportation facilities, with an overall mean score of 3.23. This is due to the limited availability of satisfactory transportation services in the area. Public transport options around the beach are sparse and do not meet the expectations of tourists. The lowest-rated statement was the difficulty in obtaining public transportation around the beach. Although most family tourists visiting Pantai Cenang bring their vehicles, there are still very few public transport options available. Additionally, family tourists were not satisfied with the limited and congested parking spaces. Pantai Cenang attracts foreign tourists, domestic visitors, daily guests, and even residents. The influx of tourists, particularly on weekends and public holidays, often leads to issues such as limited parking space, narrow parking areas, and cleanliness problems like littering.

Therefore, the availability of sufficient parking facilities at the beach is crucial to ease tourists' visits and enhance their overall satisfaction with choosing Pantai Cenang as a vacation destination. According to David et al. (2006), tourist attractions are one of the key components of the tourism sector, which also includes transportation and accommodation. These factors play a significant role in attracting tourists to a particular vacation destination.

CONCLUSION

In conclusion, Pantai Cenang offers a unique appeal to family tourists, both in terms of natural physical factors and man-made factors. Overall, tourists are satisfied with Pantai Cenang as a beach destination. They are particularly pleased with the natural attractions available at the beach, as evidenced by the mean score for natural factors, which is slightly higher at 3.85 compared to the mean score of 3.80 for man-made factors. The analysis of the study, which includes all 11 dimensions, with 5 for natural factors and 6 for man-made factors, highlights that the special features of the beach achieved the highest mean score in the natural dimension. Therefore, improvements need to be made to continue attracting tourists to choose Pantai Cenang as their

family vacation destination.

In addition to the attractions, several suggestions were provided by family tourists during the field study. Many family members voiced the need for guarantees of clean beaches, unpolluted seawater, enhanced beach safety, improved public amenities, and better recreational facilities. Furthermore, they suggested diversifying water sports activities. The most significant recommendation was to improve the availability of wider and safer parking spaces. These suggestions are deemed reasonable as they contribute to the overall satisfaction of family tourists. Hence, stakeholders must implement these improvements to ensure that visitors feel satisfied and safe during their vacations, ultimately making Pantai Cenang their primary vacation destination when visiting Langkawi Island.

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