

The Jewel Island

Probing Deeper into
Langkawi's Environment

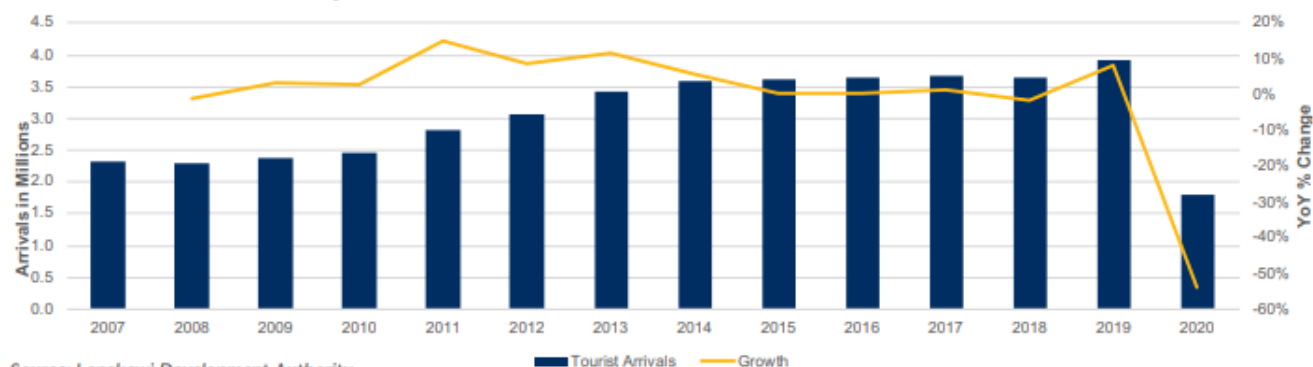
Spatial Planning Intelligence

February 2023

Disclaimer: This data intelligence overview is based on known open-source data. Any inquiries please reach out to editor@malaysiaindicator.com

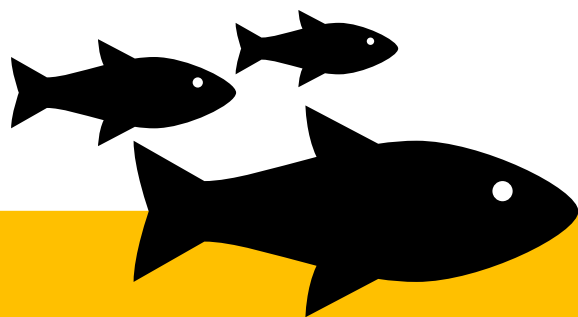


Historical Tourist Arrivals to Langkawi (2007 - 2020)

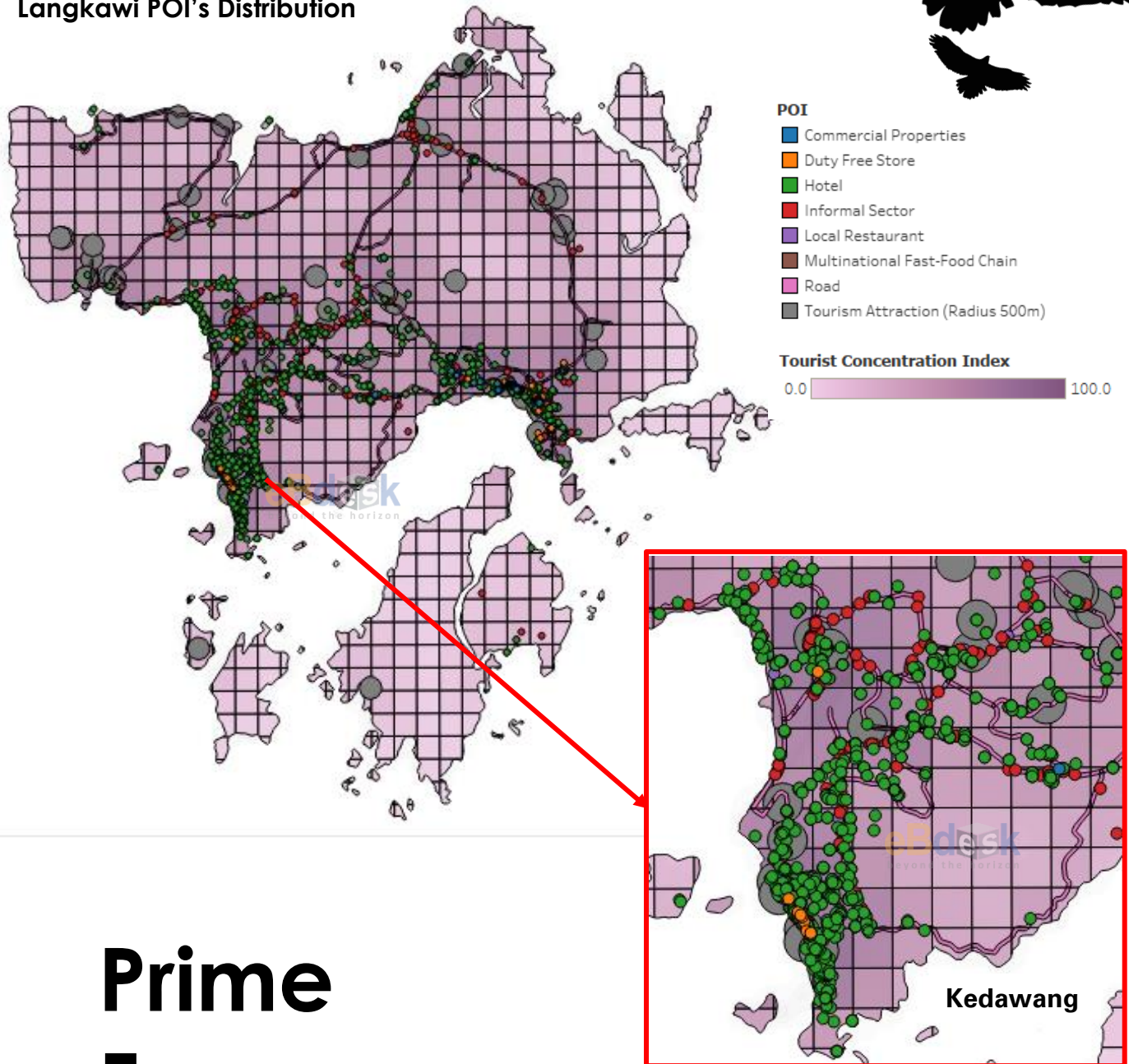


Locked Cage

Malaysia is famous for its tourist spot and one of them is Langkawi with its trademark being the eagle. Hence, the growth in Langkawi's tourism industry has been consistent for the past few years. However, the sudden drop in the data is due to the COVID-19 Pandemic in 2020 where Malaysia is forced to close its border.



Langkawi POI's Distribution



Prime Focus

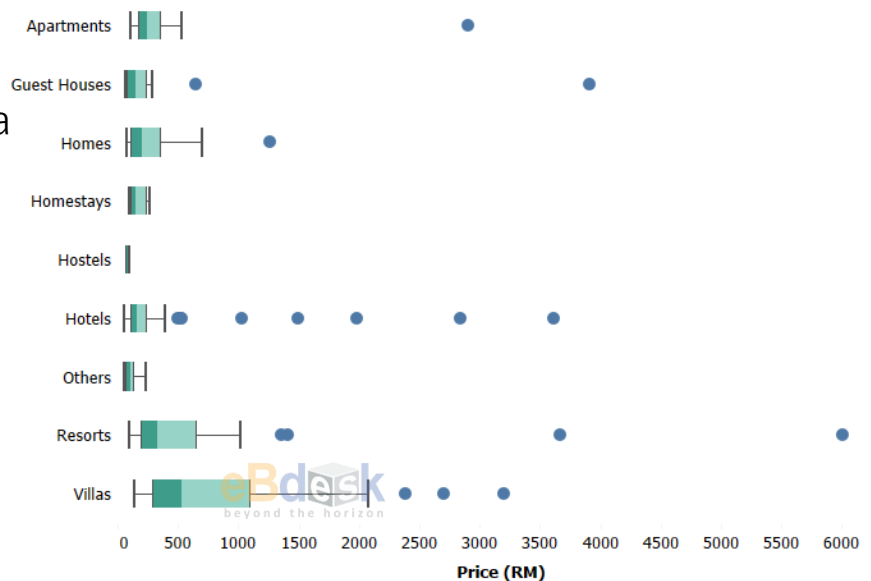
Langkawi's geographical area is quite small only covering 478.48 square kilometers. While on closer inspection of Langkawi's point of interest distribution, it can be seen that it is highly centered in the Kedawang area as it is the main tourist spot in Langkawi.



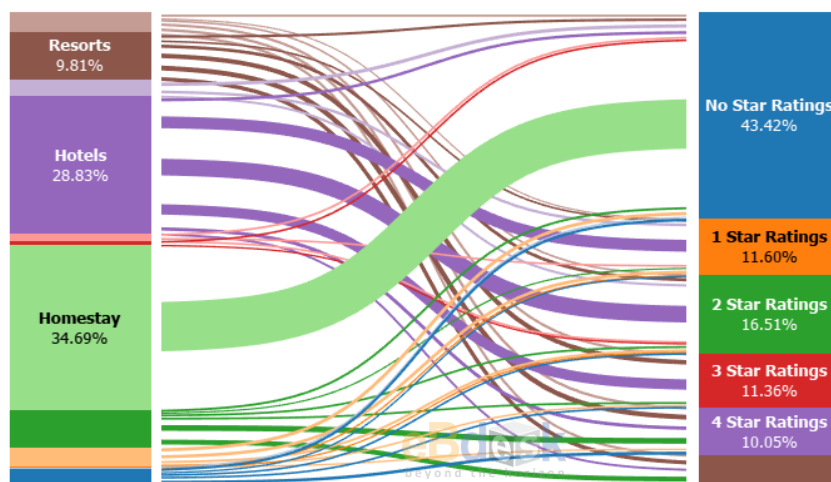
Tourism-Centric

As Langkawi is regarded as a tourism-centric district, it can be seen from the data that its accommodation options are widely affordable. Furthermore, resorts and villas have the highest price range seeing that Langkawi is also popular for its beach scene.

Price Range of Hotels by Type



Number of Accommodations Type of Hotel and Hotel Stars

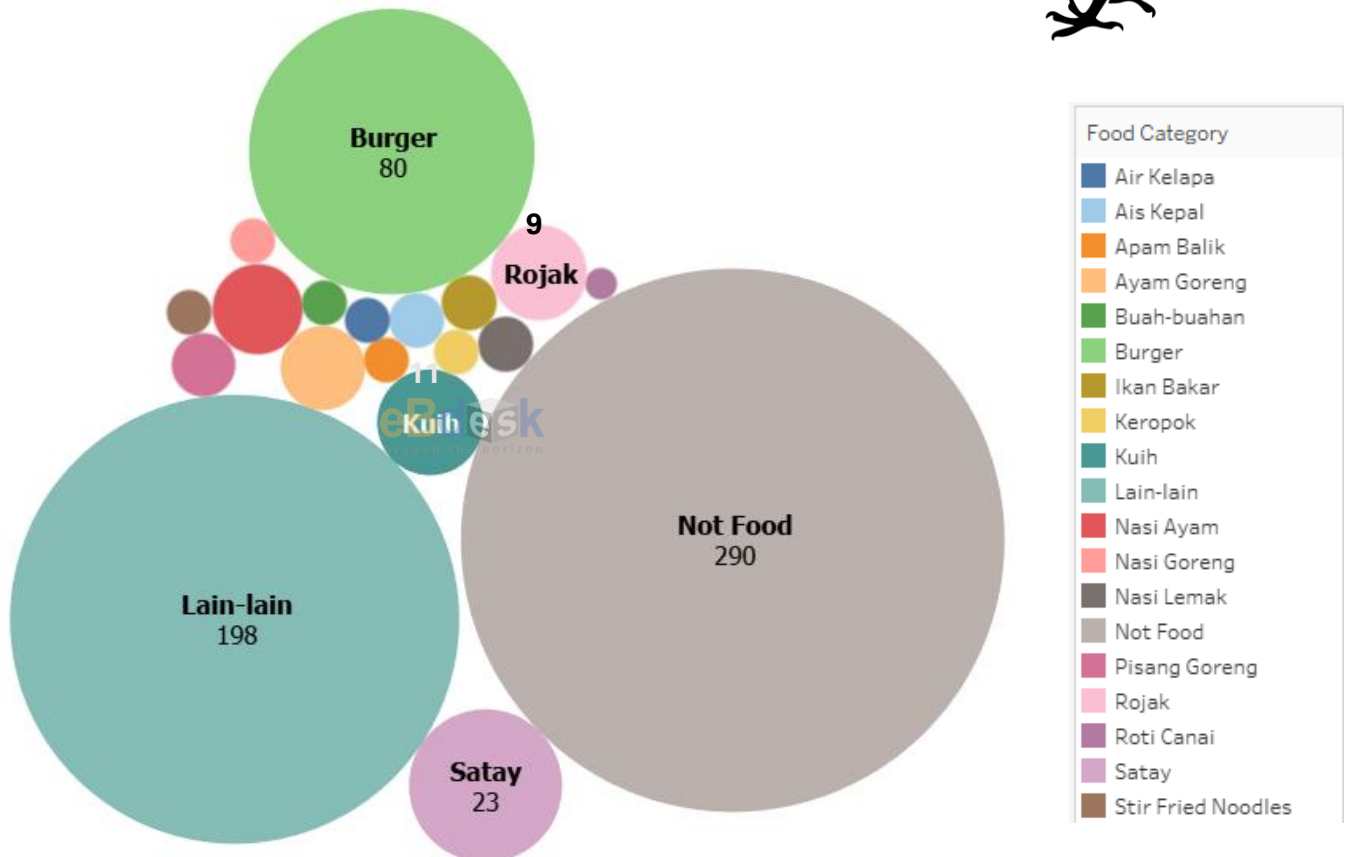


However, in the second data, it appears that the majority of the homestays have no star rating while other accommodation option generally receives less than a three-star rating.



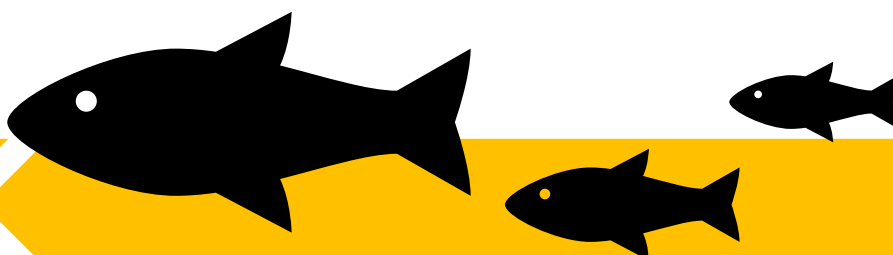


Number of Informal Sectors Entities by Food Category



Main Eateries

Looking at the entities of the informal sector by food in Langkawi, it can be seen that burger stalls have dominated the market followed by Satay stalls and kuih.

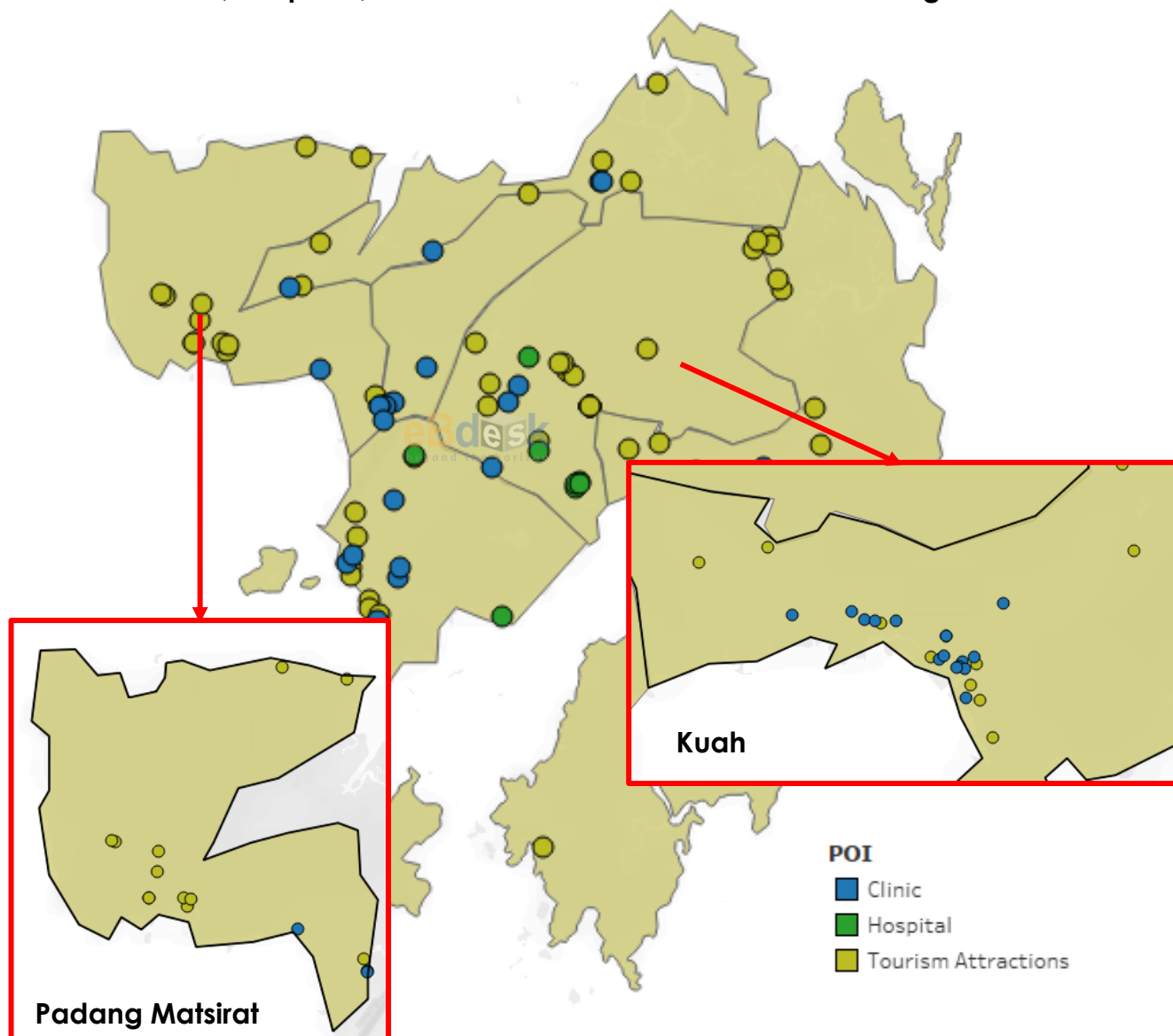




Safer Travels

On the other hand, in terms of healthcare and safety in Langkawi, it can be seen that the distribution of clinics is near to the distribution of tourist spots.

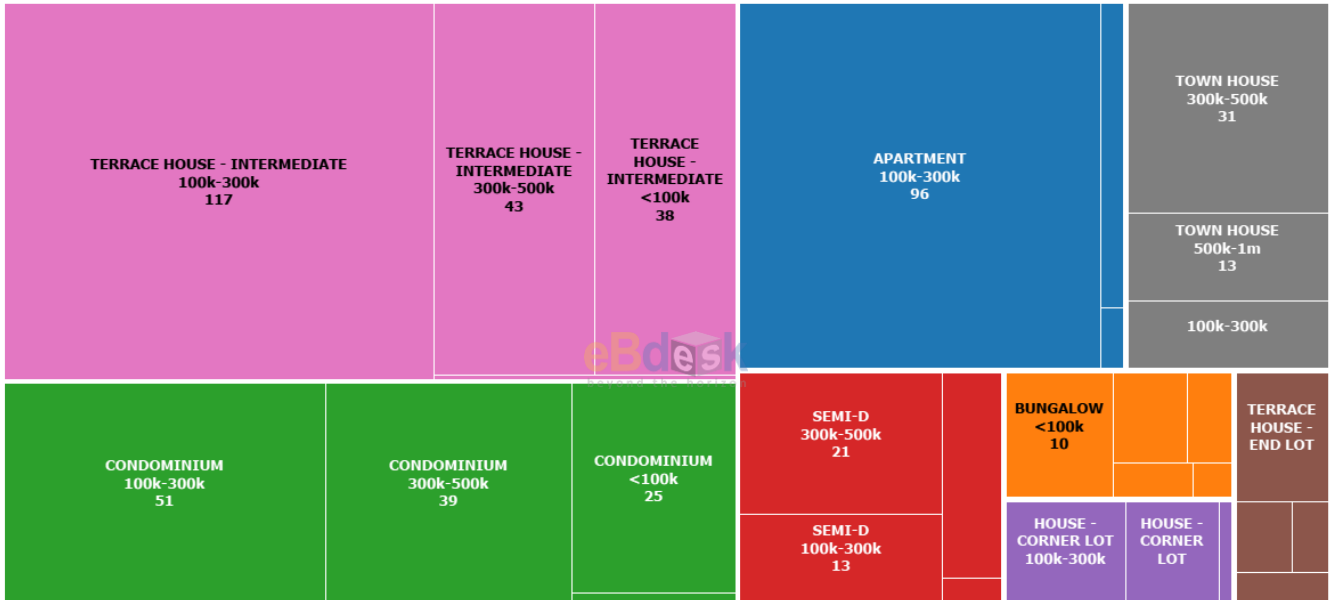
Clinics, Hospitals, and Tourist Attractions Distribution in Langkawi



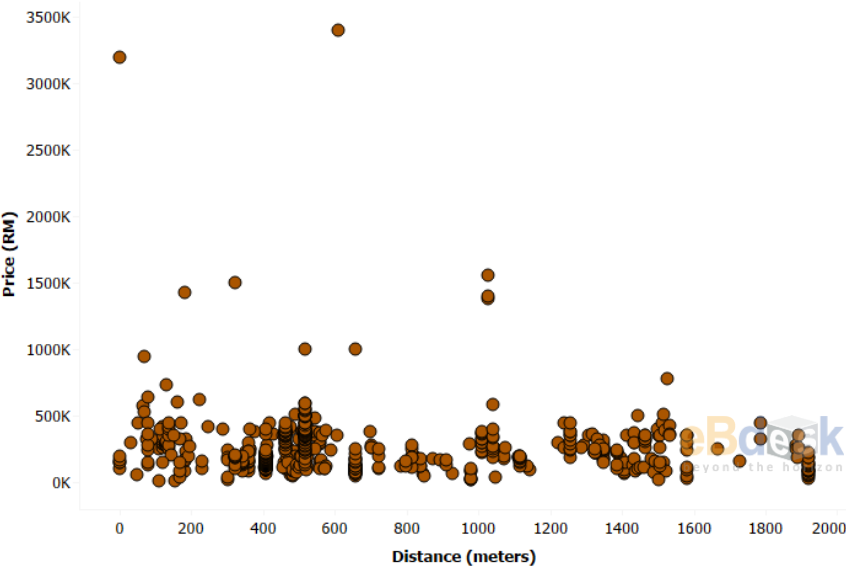
However, it is highly different in the Padang Matsirat region as the clinic distribution is scarcer and scattered throughout the area.



Number of Residential Properties by Type and Price Range



Correlation between Price and Distance Residentials to Tourism Attraction



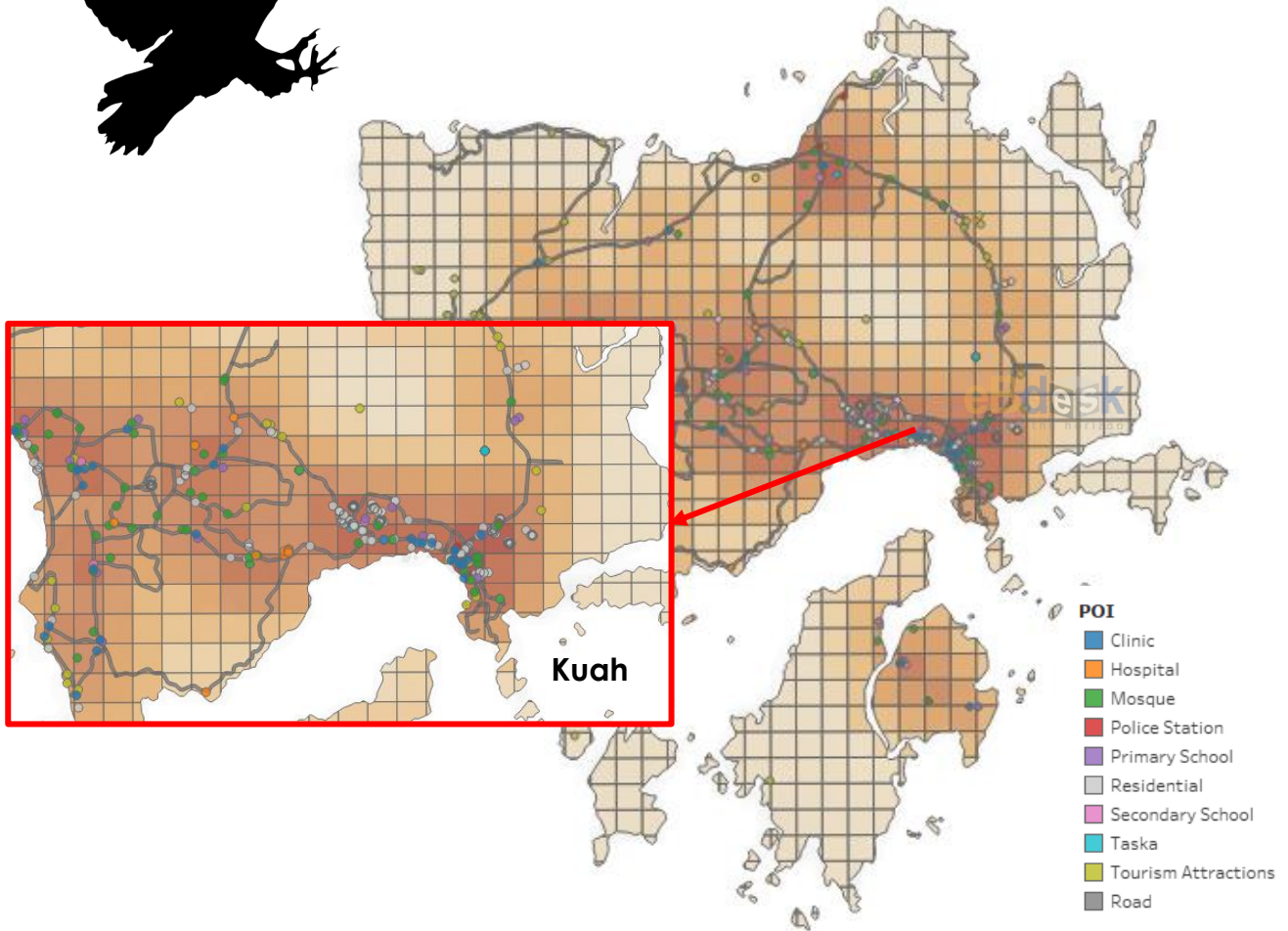
High Prize

Most properties in Langkawi ranges between RM 100k to RM 500k. However, most properties that are closer to tourism attractions are relatively cheaper, although there are expensive options.





Langkawi Map by POIs



Concentrated

Besides the island is full of tourist attractions, Langkawi is also easily accessible to mosques. However, many of Langkawi's points of interest seemed to be concentrated at the center, which involves the Kedawang, Ulu Melaka, and Kuah mukim.

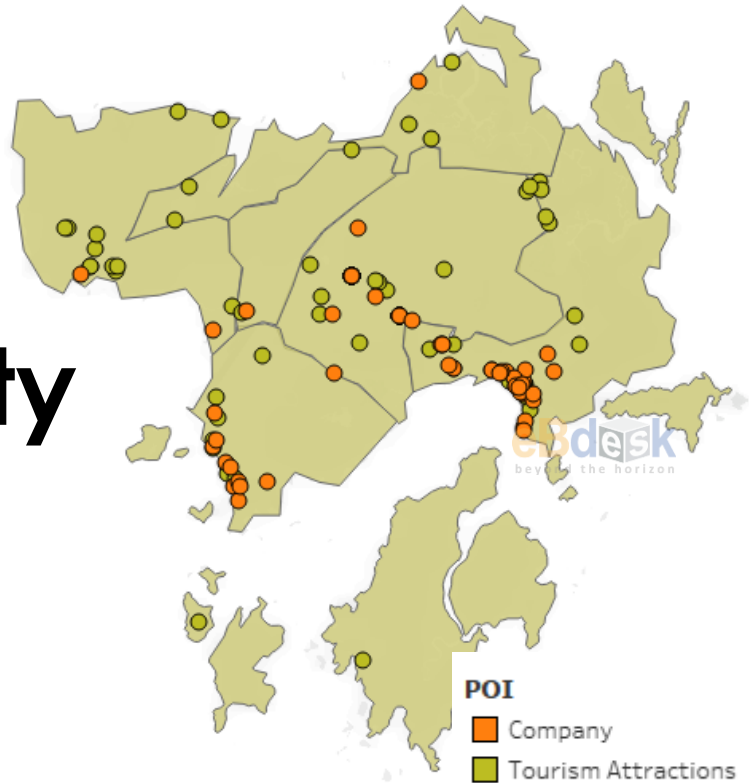




Company and Tourist Attraction Distribution on Langkawi

Positive Opportunity

This reflects the company distribution data as it is highly focused on the Kedawang and Kuah regions sitting near the tourist attraction point.



Number of Jobs by Specialization and Type

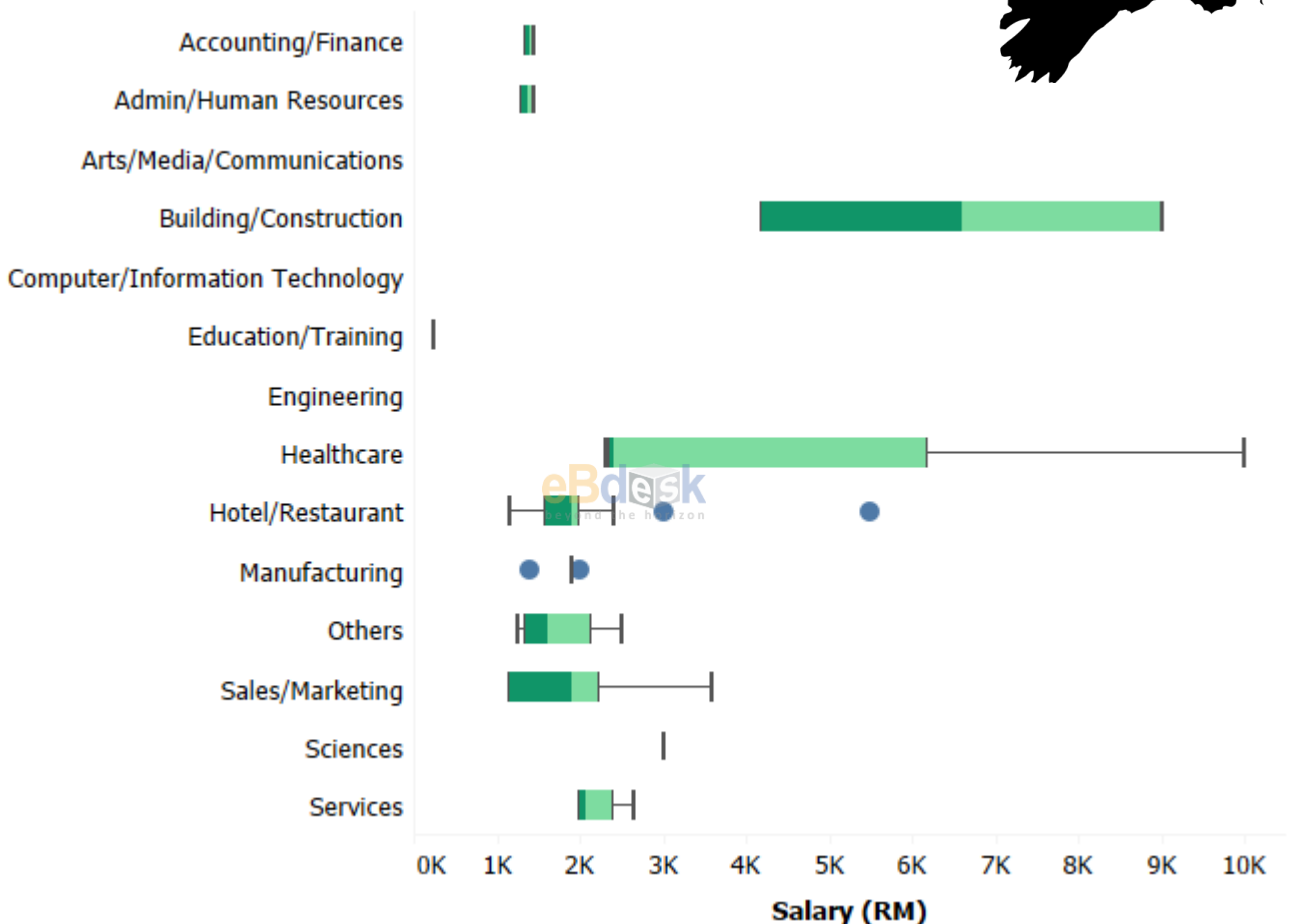
	Contract	Full-Time	Internship	Part-Time	Temporary
Accounting/Finance	1	16	0	1	0
Admin/Human Resources	2	44	0	0	0
Arts/Media/Communications	0	5	0	0	0
Building/Construction	2	14	0	0	0
Computer/Information Technology	0	3	0	0	0
Education/Training	0	1	1	0	0
Engineering	0	3	0	0	0
Healthcare	1	5	0	0	0
Hotel/Restaurant	31	171	1	1	0
Manufacturing	9	34	0	0	0
Others	6	12	1	1	1
Sales/Marketing	3	45	0	0	0
Sciences	0	4	0	0	0
Services	5	35	1	0	0

While diving deeper, it can be seen that the hospitality sector has the highest number of jobs since Langkawi is highly focused on tourism activities.





Salary Range by Specialization



Career Options

While looking at the salary range of each specialization, it can be seen that the healthcare and the construction sector has the highest pay. However, healthcare workers' salary has the widest range between RM 2000 to RM 10000.





Key Takes

- Langkawi is one of the most famous tourist spots in Malaysia since 1989 attracting both local and foreign travelers until the year 2020 when the COVID-19 pandemic hits.
- However, the tourist center is mainly focused on three regions which are Kedawang, Kuah, and Padang Masirat region.
- Clinics and hotel distribution followed the tourist attraction distribution; thus, they are also highly focused in the same region.
- Langkawi property value is still in the affordable range however, the value is priced by range to the tourist attraction spot



Malaysia Indicator



We are a research-based entity that focuses on data storytelling by leveraging Big Data Analytics and Artificial Intelligence to generate insights from diversified contexts such as price intelligence, perception intelligence, economic intelligence, and character-construct intelligence.

www.malaysiaindicator.com



FACEBOOK

@malaysiaindicator



YOUTUBE

@malaysiaindicator