PEACOCK PARADISE THE BIRD PARK:
A PERSPECTIVE OF PROMOTIONAL STRATEGY IN THE TOURISM INDUSTRY.

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Hopefully this project paper will contribute to Kumpulan Pakatan Budi Sdn. Bhd. in improving its promotional strategy and will benefit everybody.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>LETTER OF TRANSMITTAL</th>
<th>i</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACKNOWLEDGEMENTS</td>
<td>ii</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>iii</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>v</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>vi</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>viii</td>
</tr>
</tbody>
</table>

## CHAPTERS

1.0 INTRODUCTIONS  
1.1 Background of study  1  
1.2 Tourism industry in Malacca  2  
1.3 Background of company  5  
1.4 Problems statement  7  
1.5 Objectives of study  8  
1.6 Research question  9  
1.7 Research methodology  10  
1.8 Limitations and scope of study  14  
1.9 Significance of study  16  
1.10 Definitions of terms  17

2.0 LITERATURE REVIEW  
2.1 Marketing  20  
2.2 Advertising as a promotional activity  22  
2.3 The increasing tourists who visit Malacca  25  
2.4 The State of Malacca tourists programs  27  
2.5 The strategy of PPTBP, Malacca on promotional activities  29  
2.6 Developing an effective communication and promotional strategy  32

3.0 RESEARCH METHODOLOGY  
3.1 Research design  37  
3.2 Data collection  38  
3.3 Sampling design process  42  
3.4 Data preparation and analysis  44

4.0 ANALYSIS AND INTERPRETATIONS OF DATA  
4.1 Frequency analysis  45  
4.2 Data interpretations  46  
4.3 Section A: Respondents profile  47  
4.4 Section B: Travelling behavior  55  
4.5 Section C: Promotional campaign and strategy  59  
4.6 Section D: The service quality provided by PPTBP, Malacca  64
ABSTRACT

Malaysia Tourist Promotional Board or Tourism Malaysia is a statutory body established under the Malaysia Tourists Promotional Board Act 1992 where the objectives are to promote Malaysia as an outstanding tourists destination and aim to increase the number of tourists to Malaysia.

Therefore it is important that a research of this nature be conducted to ensure that Sahabat Budi Leisure Sdn. Bhd. knows what are their strength, weaknesses, opportunities and threat that they are facing especially in promoting Peacock Paradise The Bird Park, Malacca to its tourists and visitors. To attract tourists and visitors come to PPTBP is to promote this place successfully.

The techniques that the researcher used to obtain information from respondents including distribute questionnaires, observations and personal interview. For this study the researcher had distributed 75 questionnaires to the first respondents who comes to PPTBP, Malacca but only 50 questionnaires are completely answered by the respondents.

The findings reveal most of people are felt that the promotional campaigns are less effective to make people aware in order to attract tourists and visitors come to PPTBP, Malacca. Some recommendations are suggested where those hopefully could improve promotional strategies for the company.