A CASE STUDY ON FACTORS AFFECTING TOURISM SECTOR AT KELANTAN

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International Business

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Hereby, declare that,

• This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.

• This project paper is the result of my independent work and investigation, except where otherwise stated.

• All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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LETTER OF SUBMISSION

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SUBMISSION OF PROJECT PAPER

Attached is the project paper title “A CASE STUDY ON FACTORS AFFECTING TOURISM SECTOR AT KELANTAN” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA, Bandaraya Melaka.

Hopefully, this report meets your requirement and expectation.

Thank you.

Yours sincerely,

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ABSTRACT

This study is conducted to identify the factors for tourist arrival at Kelantan. On this research, Kelantan was chosen due to the limited research have been done about tourism in Kelantan. Kelantan is a destination for holiday especially for domestic tourist and foreigner. Indeed, the various factors have positioned Kelantan to reap the gains of the tourism industry as the country moves forward towards being a high income economy by the year 2020.