

**UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE AND
POLICY STUDIES**

**DOMESTIC TOURISM: A STUDY OF GOVERNMENT
SERVANTS PERCEPTION TOWARDS THE
EFFECTIVENESS GOVERNMENT'S POLICY**

**MOHD KHAIRUL HAKIMIN BIN MUTHAR
2005745161**

**HASAWARDI BIN HAZMI
2005115895**

OCTOBER 2009

ACKNOWLEDGEMENT

This document is prepared for the research titled "A study of Government Servants Perception Towards the Effectiveness of Domestic Tourism Policy". Special thanks go to the reviewers, Dr Kuldip Singh, lecturer of ADS 501 and our Supervisor, Mdm Nur Aida Bt Kipli, for the kindness and generosity in helping us to run the research.

Completing this research was a challenging project for us. However, fortunately we had the help of many parties that made this project less difficult. Dr Kuldip kept us motivated and on course during all those moments things were not going as planned. We would like also to thanks Cik Nurazreen Bt Azmi and Cik Norsafarina Bt Osman for helping us in distributing the questionnaire. Our supervisor, Mdm Nur Aida deserves a special mention here. She was insistent on the meetings and deadlines which we did not quite appreciate then. But looking back, her toughness made us work harder and for that we will always be grateful.

We would like to thanks our lecturer who thought us many things about research but did not tell us that it would be this difficult. We learn a valuable lesson about research in action. Things do not go as expected or planned. You have to make adjustment but these adjustments must be justified or qualified.

We would like to thank God Almighty without whose blessing we will not have successfully completed this study.

Mohd Khairul Hakim Bin Muthar
Hasawardi bin Hazmi
Bachelor of Administrative Science & Policy Studies
Universiti Teknologi MARA, Shah Alam.

ABSTRACT

Tourism is now widely acknowledged as a social phenomenon, as the nature of society in most advanced developed countries has now changed from one which has traditionally had an economy based on manufacturing and production, to one where the dominant form of employment is services and consumer industries. In Malaysia, the government aggressively market and promoted domestic tourism among public through tourism campaigns such as *Cuti - Cuti Malaysia* and now *Zoom Malaysia* to encourage them to take up vacation locally. However, how far the strategies, policies and campaigns implemented by the government are successful and the public give support to the domestic tourism because at the same time the airline company such as MAS and Air Asia aggressively promote and market the international destinations with a low price of holiday packages to the Malaysians. The study examines the perception of government servants towards the domestic tourism policy, the roles played by the government servants in supporting the domestic tourism and the effectiveness of domestic tourism policy.

A total of 114 responses were collected in this study and then analyzed the feedback in 3 issues which is the perception of government servants, the roles played by government servants and the effectiveness of domestic tourism policy. The result of this study indicated that the positive perception from government servants on domestic tourism in Malaysia. It was also revealed that the government servants have played their roles in supporting the domestic tourism in Malaysia. In this study also shows that the domestic tourism policy was effective even though it faces challenging from low tour packages promotes by local airlines to international tourism.

CONTENTS

PAGE

DECLARATION	i
ACKNOWLEDGEMENT	ii
ABSTRACT	iii
TABLE OF CONTENTS	iv
Chapter I:	
Introduction	1
Problem statement	2
Research objectives	3
Scope of the study	3
Significance of the study	4
Definition of terms/concepts	4
Chapter II: Literature Review & Conceptual Framework	
Introduction	6
Background of Malaysian Tourism	6
National Tourism Policy	8
Tourism Products, Services and Destinations	18
Tourism Products	18
Tourism Services	19
Tourism Destinations	20
Ninth Malaysian Plan (RMK9)	21
Conclusion	23
Conceptual framework	24
Chapter III: Research Method	
Research design	27
Unit of analysis	27
Sample size	27
Sampling technique	28
Data Collection	28
Measurement/Instrumentation	29
Data analysis	30
Chapter IV: Findings	
Introduction	31
Demographic profiles of respondents	31
Findings by objectives	39
Chapter V: Discussion and conclusion	
Main findings	53
Recommendation	54

CHAPTER I

INTRODUCTION

1.1 Introduction

The new millennium has witnessed the continued growth of interest in how people spend their spare time, especially their leisure time and non-work time. Tourism is now widely acknowledged as a social phenomenon, as the nature of society in most advanced developed countries has now changed from one which has traditionally had an economy based on manufacturing and production, to one where the dominant form of employment is services and consumer industries. At the same time, many countries have seen the amount of leisure time and paid holiday entitlement for their workers increase in the post - war period so that workers now have opportunity to engage in the new forms of consumption such as tourism (Stephen J. Page, 2007).

Tourism is vital for many countries because income generated by the consumption of goods and services by tourists, the taxes levied on businesses in the tourism industry and the opportunity for the employment in the service industries associated with tourism. These service industries include transportation services such as cruise ships and taxis, accommodation such as hotels, restaurants, bars and entertainment venues, and other hospitality industry services such as spas and resorts.