

**THE EFFECTIVENESS STUDY OF PROMOTION  
EFFORT TO PROMOTE SARAWAK AS A PRIME  
TOURIST DESTINATION:  
A CASE STUDY OF SARAWAK TOURISM BOARD**

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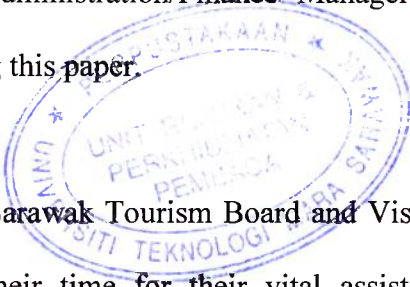
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**APRIL 2000**

# ACKNOWLEDGEMENTS

I wish to acknowledge the invaluable assistance I received from various sources in the completion of my project paper. It represents a collaboration that involved a great number of people.

Many thanks and deepest appreciation to **Mr. Gluma Saban**, for his valuable advice and guidance. Not forgotten many thanks to my external advisor **Mdm. Angelina Patricia Bateman** (Administration/Finance Manager) for her advice and time in guiding me while doing this paper.



Lastly, to the staff of Sarawak Tourism Board and Visitors' Information Centre's, who graciously gave me their time for their vital assistance, their patience and more importantly for their valuable knowledge and information about Tourism Industry in Sarawak which I can gather for my final year project paper.

Also grateful thanks to Pn. Faridah Shamsudin, staff of Ministry of Tourism, Malaysian Tourism Promotion Board, Sarawak Tourist Association and other related tourism organisation, who took time to explain and provide the information needed.

I also wish to convey my deepest appreciation to my beloved wife Ginju Ak Mat, my son Raphael Andar Rudy, my mum, sister and all my family members for their understanding, support and encouragement in completing this course.

Thanks you for the assistance.....

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## **Abstract**

The main objective of this study is to find out the effectiveness of promotion effort by Sarawak Tourism Board to promote Sarawak as a prime tourist destination. As far as tourism industry is concern every countries are able to attract local or foreign tourist to make their place to become a tourism spot. It is important to develop the tourism industry because it has great potential in term of revenue generating power as well as its ability to contribute to the employment sector.

In this respect, the state government through Sarawak Tourism Board has aggressively promoting Sarawak as a prime tourist destination in the region. However, so far there was no local study that has been made to assess the effectiveness of promotion effort by Sarawak Tourism Board to promote Sarawak as a prime tourist destination. From this issue that what my study intended to accomplish.

The study will look into the needs of developing a better promotion effort and the ability to attract more tourist to come to Sarawak. A major portion of the data are obtained through a survey done on one hundred and ten (110) sample of respondents to Sarawak. Questionnaire and interview were used for field survey. Secondary data and observations were also used in collecting data for the preparation of this paper.

The study findings generally show that the promotion strategies used by Sarawak Tourism Board to promote Sarawak as tourist a destination are effective. The study shows that there are other sources of information in promoting Sarawak. These include brochures, books, magazines and videos. Normally having prior knowledge on Sarawak, as well as the tourist attractions in Sarawak do affect the decision of tourist to visit the state.

Apart from that, the study findings has shown that promotion strategies carried out by Sarawak Tourism Board do not only target Asean market but also other foreign countries in Europe, for example Germany, Switzerland and Britain as well. Sarawak Tourism Board also engaged foreign representatives in overseas, having their homepage and attending some major trade fairs in overseas market.

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Background of the study**

The Sarawak's state government has aggressively promoting Sarawak as a prime tourist destination. In early 1990's, the government of Sarawak realised that tourism industry will become the main industry in the world in the near future. Starting from that they also know that tourism can become main industry that can generate high revenue to the country.

In view of that, the state government has pursued its initiative to do a comprehensive study on how to develop tourism industry in Sarawak. Through the Ministry of Environment and Tourism and supported by tourism partners, the state government has come out with 2<sup>nd</sup> Tourism Master Plan. Starting from that idea the state government was confident that Sarawak can develop its own tourism industry. In the early 1995, the state government felt that it must have its own tourism body in order carry out tourism task for Sarawak. Then, Ministry of Environment and Ministry of Tourism was separated into two ministries. As recommended by 2<sup>nd</sup> Tourism Master plan, Sarawak Tourism Board was established under the Ministry of Tourism entrusted to carry out promotion activities for tourism industry in Sarawak.