



**THE DEVELOPMENT OF ANIMATION AS ONE OF THE
TOURISM PRODUCT IN MELAKA**

**AZIZAH BINTI SAMURI
2011674886**

**NUR FADHLIAH BINTI ISMAIL
2011253968**

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

JULY 2014

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

I, AZIZAH BINTI SAMURI, (I/C Number : _____)

I, NUR FADHLIAH BINTI ISMAIL, (I/C Number : _____)

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.

Signature : _____

Date : _____

Signature : _____

Date : _____

ACKNOWLEDGEMENT

We would like to express our deepest thankful to God for His blessing on us because we manage to finish this thesis successfully and lots of appreciation to all those who provided us about so many new things. We were really thankful to them. We had done this thesis according to the period given by our university requirement.

Besides that, we would like to give lots of thank to our advisor, Prof Madya Sabariah Binti Haji Mahat for the valuable guidance and advice also correcting our report. Without her, we may not be able to finish up this thesis within the time given and we will lost if she not there to help us.

A lots of thank to our supervisor and practical training organization, Puan Siti Rohani Binti Hamzah (Melaka Museum Corporation) and Encik Norizan Bin Hamsah (The Small and Medium Enterprises, Department Chief Minister of Malacca) for great working experiences, exposures on learning new things, and understanding. We also felt grateful for the chances to work together with all the staff in both organizations and thank you for their help and support.

We also would like to thank our parents for their support by helping us in financial support and give us the spirit to finish up our thesis on time.

Last but not least, we give a million thanks to every respondent who helped, support and share their time to answering our questionnaires. Also not forgotten to other members, classmates, and friends who had giving the cooperation and to completing this report.

TABLE OF CONTENTS

	Page
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF TRANSMITTAL	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF FIGURES	vii
LIST OF TABLES	viii
CHAPTER 1 INTRODUCTION	
1.1 Background of Study	2
1.2 Problem statement	7
1.3 Research Questions	8
1.4 Objectives	9
1.5 Significance of The Study	10
1.6 Scope and Coverage of The Study	11
1.7 Limitations	11
CHAPTER 2 LITERATURE REVIEW	
2.1.1 Introduction	13
2.1.2 Innovation In Tourism	13
2.1.3 Virtual Reality (VR)	15
2.1.4 Interactivity As Attractions	16
2.1.5 Limitations of Animation	18
2.1.6 Tourism Promotion Division	19
2.1.7 Budget 2014	20
2.1.8 Ministry of Science, Technology and Innovation (MOSTI)	22
2.1.9 Information Technology Services Division	24
CHAPTER 3 RESEARCH METHODOLOGY	
3.1 Design	26
3.2 Sample and Sampling	26
3.3 Instruments	26
3.4 Procedure	27
3.5 Data Analysis	27

1.0 Introduction

1.1 Background of study

Tourism

Tourism is travel for recreational, leisure, or business purposes, usually of a limited duration. Tourism is commonly associated with trans-national travel, but may also refer to travel to another location within the same country. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

Tourism is one of the most attractive and the fastest growing industry around the world. According towards World Travel and Tourism Council (WTTC), tourism in 2005 was turned out to be the second largest industry, which accounted for 3.8 per cent of global Gross Domestic Product – GDP (Rosli & Azhar, 2007). This development was promoted by governments in both developed and developing countries.

Tourism In Malaysia

Malaysia is a relatively new entrant into tourism in relation to its ASEAN neighbors'. Serious efforts in developing and promoting tourism began only with the establishment of the Tourist Development Corporation Malaysia (TDCM) in 1972 and it took another 15 years before a specific ministry, the Ministry of Arts, Culture and Tourism (MOCAT) was set up in 1987. In April 2004, MOCAT was split to facilitate the establishment of a separate ministry responsible solely for matters related to tourism i.e. the Ministry of Tourism (MOT).