



**A STUDY CASE ON THE IMPACTS OF TOURISM SECTOR  
TOWARDS ECONOMIC GROWTH IN MELAKA**

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**BACHELOR OF BUSINESS ADMINISTRATION  
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UNIVERSITI TEKNOLOGI MARA  
BANDARAYA MELAKA**

**MAY 2010**

A STUDY CASE ON THE IMPACTS OF TOURISM SECTOR TOWARDS  
ECONOMIC GROWTH IN MELAKA

MODE A

AISYAH BINTI OTHMAN

Submitted in Partial Fulfillment of the Requirement for the  
Bachelor of Business Administration  
(Hons) International Business

FACULTY OF BUSINESS MANAGEMENT  
UiTM BANDARAYA MELAKA

MAY 2010

## DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION  
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BANDARAYA MELAKA

### **“DECLARATION OF ORIGINAL WORK”**

I, AISYAH BINTI OTHMAN, (I/C Number: 860108-33-5276)

Here, declare that,

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

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

All verbatim extracts has been distinguish by quotation marks and sources of my information have been specifically acknowledge.

Signature:

Date:

## LETTER OF SUBMISSION

6 May 2010

The Head of Program  
Bachelor of Business Administration (Hons) International Business  
Faculty of Business Management  
Universiti Teknologi Mara  
Kampus Bandaraya Melaka  
110 Off Jalan Hang Tuah  
75300 Melaka

Dear Madam,

Attached is the project paper titled "A study case on the impact of tourism sector in Melaka towards economic growths in Melaka" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you.

Sincerely,

AISYAH BINTI OTHMAN  
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Bachelor of Business Administration (Hons) International Business

## **ABSTRACT**

This study is to understand the economic structure and interdependencies of different sectors of the economy. Economic studies stressed on GDP, CPI and GDI for tear 2000 to 2009, will discover better understand the size and structure of the tourism industry in a given region and its linkages to other sectors of the economy. Such understandings are helpful in identifying potential partners for the tourism industry as well as in targeting industries as part of regional economic development strategies. Issues such as economic growth, stability, and seasonality may be addressed as part of this study. The focus of this study will be based on the Melaka tourism growth and economic growth. The principal methods here are visitor spending surveys, analysis of secondary data from government economic statistics, economic base models, input-output models and multipliers. Thus, tourism sectors significant relationship to the economic growth and development. As guidance to the past research that have been done, this study will examine the relationship between economic growth and tourism sector.