

**THE AWARENESS OF THE IPTA STUDENTS' IN
SABAH TOWARDS
SABAH TOURISM BOARD
AS A STATE GOVERNMENT
TOURISM PROMOTIONAL AGENCY**

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TABLE OF CONTENTS

Contents	Page
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	x
ABBREVIATION	xii
LIST OF DEFINITION OF TERMS	xiii
ABSTRACT	xvi
CHAPTERS	
1.0 INTRODUCTION	
1.1 Background of study	1
1.2 Problem statement	4
1.3 Objectives	6
1.4 Sources of data	7
1.4.1 Primary data	
1.4.1.1 Questionnaire	7
1.4.1.2 Interview	7
1.4.2 Secondary data	8
1.5 Scope of study	9
1.6 Limitation of studies	10
1.6.1 Time	10
1.6.2 Cost	10
1.6.3 Reading material	10
1.6.4 Respondent's co-operation limitation	11
2.0 LITERATURE REVIEW	12

3.0	METHODOLOGIES	
3.1	Definition of the Population and Sample	16
3.2	Sample design	16
3.3	Research design	17
3.4	Data analysis	17
4.0	RESEARCH FINDINGS	
a.	Respondent Profile	18
b.	Respondent Awareness (Existence)	25
c.	Respondent Awareness (Functions)	38
d.	Promotional program	48
5.0	RESEARCH ANALYSIS	
5.1	To identify whether the IPTA students in Sabah are aware of the existence of the STB and its functions.	55
5.2	To investigate the factors that contributes to the awareness of STB	63
5.3	To propose suitable promotional programs where it will increase the awareness of IPTA students in Sabah towards STB	65
6.0	RESEARCH CONCLUSIONS AND RECOMMENDATION	
6.1	Conclusions	69
6.2	Recommendations	72
	BIBLIOGRAPHY	75

APPENDICES

Appendix I	-	Cover letter	77
Appendix II	-	Questionnaire	81
Appendix III	-	Internet statistic	83
Appendix IV	-	Visitor arrival	89
Appendix V	-	Marketing program	96
Appendix VI	-	Newspaper clipping	99
Appendix VII	-	Pictures	114

ABSTRACT

The purpose of conducting this research is to fulfill the syllabus of MKT660 in order for the University to award the Bachelors Degree. This research may at the same time assist Sabah Tourism Board to improve the awareness among the IPTA students in Sabah towards the company. Basically, this research aims at 3 objectives:

- a) To identify whether the IPTA students in Sabah is aware of the existence of the STB and its function.
- b) To investigate the factors that contributes to the awareness of STB.
- c) To propose a suitable marketing programs where it will increase the awareness of IPTA students in Sabah towards STB.

At the end of this research, The researcher may conclude that the IPTA students in Sabah mostly aware of the existence of STB. However, the functions of the company were not widely known. Students may tend to generalize the functions according to the brand name. The major factor that contributes to the awareness is the internet/ radio. Billboards and event management may also contribute to the awareness but in a very limited way. In order for the students to get close with STB, they need STB to organize a trip for students to explore Sabah more clearly. For the promotional program which will help to improve the IPTA students' awareness in the near future, the students would like to have tourism campaign to be held at their respective university. As a conclusion, IPTA students in Sabah agreed that STB has done a good job in promoting Sabah as a world class destination.