



**A CASE STUDY ON FACTORS AFFECTING TOURISM SECTOR AT KELANTAN**

**NOOR HAKIMAH BINTI SALEH**

**2010310565**

**Submitted in Partial Fulfillment of the Requirement for**

**The Bachelor of Business Administration with Honours**

**International Business**

**FACULTY OF BUSINESS MANAGEMENT**

**MARA UNIVERSITY OF TECHNOLOGY**

**MALACCA CITY CAMPUS**

**JUNE 2013**

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS**  
**(INTERNATIONAL BUSINESS)**  
**FACULTY OF BUSINESS MANAGEMENT**  
**MARA UNIVERSITY OF TECHNOLOGY**  
**MALACCA CITY CAMPUS**  
**“DECLARATION OF ORIGINAL WORK”**

I, Noor Hakimah Binti Saleh (2010310565)

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: \_\_\_\_\_

## **LETTER OF SUBMISSION**

05 July 2013

The Head of Program

Bachelor of Business Administration (Hons.) International Business

Faculty of Business Management

MARA University of Technology

Malacca City Campus

110 Off Jalan Hang Tuah

75300 Melaka.

## **SUBMISSION OF PROJECT PAPER**

Attached is the project paper title “**A CASE STUDY ON FACTORS AFFECTING TOURISM SECTOR AT KELANTAN**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA, Bandaraya Melaka.

Hopefully, this report meets your requirement and expectation.

Thank you.

Yours sincerely,

---

Noor Hakimah Binti Saleh

2010310565

Bachelor of Business Administration (Hons) International Business

## TABLE OF CONTENT

	PAGE
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v - vii
LIST OF TABLES	viii
LIST OF FIGURES	viii
ABSTRACT	x
 CHAPTER 1: INTRODUCTION	
1.1 Introduction	1
1.2 Background of Malaysia	2
1.3 Tourism in Malaysia	2 - 5
1.4 Background of Kelantan	5 - 6
1.5 Tourism in Kelantan	6 - 7
1.6 Issues	7 - 13
1.7 Purpose of Study	13
1.8 Terms of Study	13 - 14
 CHAPTER 2: LITERATURE REVIEW	
2.1 Tourism	15 - 16

## ABSTRACT

This study is conducted to identify the factors for tourist arrival at Kelantan. On this research, Kelantan was chosen due to the limited research have been done about tourism in Kelantan. Kelantan is a destination for holiday especially for domestic tourist and foreigner. Indeed, the various factors have positioned Kelantan to reap the gains of the tourism industry as the country moves forward towards being a high income economy by the year 2020.