



اَوْنِبُورْسِيَّتِي تِيكْنُولُوجِي مَارَا

UNIVERSITI TEKNOLOGI MARA  
CAWANGAN KELANTAN

**“ACHIEVING MALAYSIA AS HIGH INCOME  
ECONOMY BY LEVERAGING NICHE AREAS:  
A CASE OF PAHANG STATE ECONOMIC  
PLANNING UNIT”**

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# DECLARATION OF ORIGINAL WORK



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CAWANGAN KELANTAN

## BACHELOR IN BUSINESS ADMINISTRATION (FINANCE) (HONS)

### FACULTY OF BUSINESS MANAGEMENT

I declare that the work in this thesis was carried out in accordance with the regulations of University Technology of MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This topic has not been submitted to any other academic institutions or non-academic institutions for any other degree or qualifications.

In the event that my thesis be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree be subjected to the disciplinary rules and regulations of University Technology of MARA.

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## ABSTRACT

Malaysia is currently in its journey towards achieving high income economy in 2020. Towards achieving high income nation, Malaysia is steadfast to strengthening niche areas which are tourism industry, ICT Industry, *Halal* Industry, Green Technology and Creative Industry. However, this study is only focus to Tourism Industry, ICT Industry and *Halal* Industry. The main objective for this research is to determine whether all three variables can contribute to the high income economy. Information is gained through questionnaires which have been distributed to 50 staffs in Pahang State Economic Planning Unit (BPEN). The regression result obtained that tourism industry and ICT Industry are showing significant relationships with high income economy. Whereas, *Halal* Industry shows there is no relationship with high income. From that, it can be presumed that high income economy might be achieved by strengthening the Tourism Industry and ICT Industry. Finally, the recommendations are identified to the government and to public people in order to promote all Tourism and ICT Industry.

Keyword: *High income economy, Tourism Industry, Information and Communication*

*Technology (ICT) Industry and Halal Industry.*