



**FACTORS AFFECTING SINGAPOREAN TOURIST
DEMAND IN MALAYSIA**

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**FACTOR AFFECTING SINGAPOREAN TOURIST DEMAND IN MALAYSIA**” to fulfil the requirement as needed by the Faculty of Business Management, University Teknologi Mara.

Thank you

Yours sincerely

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ABSTRACT

Tourism is among the very important business ventures in Malaysia. It assumes a significant part in the new monetary model, in which the administration is expanding its endeavors to move the fringe of financial exercises from an asset based to an administration based economy. One of Malaysia's real Tourist beginning nations is Singapore, which represents more than half of yearly visitor landing in Malaysia. Singapore has been initially positioned among the main five visitor creating nations for Malaysia amid 2014. This proposition expects to decide variables that affecting Singaporean tourist demand in Malaysia from the macroeconomic point of view utilized every year's information from 1989 through 2015. The experimental results demonstrate the macroeconomic variables which are transportation cost and exchange rate influence Singaporean tourist demand in Malaysia, while Singaporean income does not give impact towards tourism demand in Malaysia.

Keywords: Tourism Demand, Transportation Cost, Exchange Rate, Singaporean Income, Malaysia.