



**SARAWAK TOURISM BOARD
CONTRIBUTIONS ON REVENUE GENERATION
AND JOB CREATION TO THE SARAWAK:
A CASE STUDY**

**TEDDY ANAK EDWIN CHAPUN
2000348895**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA SAMARAHAN**

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ABSTRACT

The tourism industry in Sarawak is experiencing rapid growth since the last few years, resulting from the year by year increasing arrival of visitors to Sarawak. In fact, the tourism industry has also become a major sector in contributing revenue to the Sarawak state and at the same time creating more job opportunities for Sarawakians.

Sarawak Tourism Board (STB) was set up in July 1995, as the result of the Sarawak Tourism Master Plan (STMP) for the period 1995 to 2010. STB manages the promotion and marketing of Sarawak on behalf of State Ministry of Tourism. STB's marketing focus is to promote Sarawak as a clean, safe, friendly and adventurous destination, offering the "hidden paradise" of Borneo in terms of culture, adventure and nature.

The reason why this research has been done is because we want to analyze how STB has contributed to the state on revenue generation and creating job opportunities. But the important point on this research is that, we want to analyze the impacts of STB on revenue generation and job creation to the state, to evaluate STB roles in developing Sarawak tourism industry and come out with suggested action that STB should taken for improvements in this tourism industry.

This research has been done through questionnaire method, where 100 questionnaires has been distributed to Sarawak Tourism Board, Ministry of Tourism, Sarawak Tourists Association, Travel agencies and hotel (Merdeka

CHAPTER 1

1. Introduction

In the year 2001, tourism industry in Sarawak performed reasonably well, registering growth figures well above the world average despite the September 11 incident. This figure can be seen in Figure 1. 1 total visitors arrival into Sarawak.

As we can see, in Sarawak tourism industry, there are many potential new markets for Sarawak to tap, such as China, Hong Kong, India and the Middle East. The amount of Sarawak's involvement in such markets should commensurate with the potential expected results. The marketing effort to newly emerging target regions is measured not only in terms of tourist arrival numbers, but also in terms of revenue to the state.

In order to move forward, the Sarawak tourism industry should also pay strong attention to certain limiting factors to its growth. These include the lack of foreign speaking guides and limited direct access to Sarawak from potential sources markets. These are the key success factors that need to be addressed for the growth of the industry. STB is still confident that Sarawak will continue to experience growth. Necessary strategic marketing activities will be conducted in potential key markets as well as in the emerging markets. This will ensure a firm groundwork to be laid in preparation for Sarawak Tourism Year 2003.

CHAPTER 2

2. Background of Sarawak Tourism Board

2.1 Introduction

Sarawak Tourism Board (STB) was established in 1994 under the Sarawak Tourism Board (incorporation) Ordinance, 1994.

Sarawak Tourism Board was officially launched on June 16, 1995 by the Right Honourable Chief Minister of Sarawak. STB was set up within the purview of the state's Ministry of Tourism to promote and market Sarawak as a tourism destination.

2.2 Vision of STB

The vision of STB is to be a vibrant global tourism organization positioning Sarawak as the region's premier eco-tourism destination.

2.3 Mission of STB

The missions of STB are as follows:

- i. To position and promote Sarawak in the global tourism market as a safe and friendly eco-tourism destination.
- ii. To provide effective networking and synergy among the official agencies and tourism promotion partners.
- iii. To create awareness and excitement among Sarawakians on the potential and importance of the tourism industry for the state.