



**"A STUDY ON THE EFFECTIVENESS OF NEXUS RESORT KARAMBUNAI
PROMOTIONAL ACTIVITIES FROM TOURISTS PERSPECTIVES"**

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ABSTRACT

Nexus Resort Karambunai produces various promotional activities in order to attract more tourist come to resorts. This research is a study about the effectiveness of Nexus Resort Karambunai promotional activities from tourist's perspectives. The objective of the study is to identify the promotional activities which lead to the effectiveness of the promotion and vice versa. Here also we can identify the best promotional activities that are the most effectiveness that can be used as promotional activities.

The research design used is descriptive study, and both primary and secondary data regarding the study were gathered.

To approach used for this study in getting information is through self administered questionnaires. Data that are collected then is processed with the used of Statistical Package for Social Science (SPSS). Information obtained is the turned into table and charts so as evaluation could be explained easily. So based on the findings, most of the tourists gave positive views and feedbacks towards Nexus Resort Karambunai promotional activities. There is few commented that the promotional activities still needs improvement in terms of information need to be update and completely information for all ages group. Internet and brochures are the most favorite promotional activities and both of them should be always useful as the tourist wish.