

TOURISM PROMOTIONAL ACTIVITIES

A CASE STUDY ON
ADVERTISING ROLE FOR PROJECT
MAKAN ANGIN 1992 BY DOMESTIC UNIT
IN MARKETING DEPARTMENT TDC

DATE : MAY 1992
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ITM I.C/NO :
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PROJECT MAKAN ANGIN 1992 BY DOMESTIC
UNIT IN MARKETING DEPARTMENT TDC**

**A PAPER SUBMITTED TO THE SCHOOL OF BUSINESS
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EXECUTIVE SUMMARY

Malaysia as a tourist attraction has much to offer. It has natural attractions such as beaches, island, jungle and hill resorts as well as a rich cultural heritage and warm friendly people. It also has excellent infrastructures and a modern communication system that enabled travelling easy and convenient.

One of the TDC's marketing objectives is to stipulate the growth of domestic tourism by promoting what is domestically available in terms of holidays attractions and special events. The 1992 Marketing Strategies is to focus on market development and penetration by increasing market share in primary market areas, market expansion by identifying and tapping new target segments in primary market areas, increasing level of marketing activities in secondary market and appropriate image building especially targeted to the 'up-market' segments.