

A STUDY ON THE EFFECTIVENESS OF MALAYSIA'S  
TOURISM PROMOTION ACTIVITIES



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## ABSTRACT

This study was conducted in order to determine the effectiveness of Malaysia's tourism promotion activities. The research tries to provide an analysis on Malaysia's tourism promotion activities and also respondent's feedback. A descriptive research approach has been chosen in this study. This research approach was used as it would explain an accurate description of the variables in the research questions that would be extremely supported by later findings and analysis.

Prior to writing this project paper, a survey was conducted by distributing a set of questionnaire to the respondents in Kota Kinabalu area. Apart from that, personal interview also was conducted with the respondents based on the question from the questionnaire. The study revealed that there were most of the respondents agree that Malaysia's tourism promotion activities are effective. Towards to the end of this study, there were several recommendations that can be used to improve the effectiveness of Malaysia's tourism promotion activities in the future.

