

**THE EFFECTIVENESS OF LABUAN TOURISM
ACTION COUNCIL TOWARDS TOURISM
INDUSTRY IN LABUAN F.T.**

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(HONS) MARKETING
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Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degree.

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of the requirement for the
Bachelor of Business Management
(Hons) Marketing**

- All verbatim extracts have been distinguished by quotation marks and

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ABSTRACT

This research is about an effectiveness of Labuan Tourism Action Council (LTAC) towards tourism industry in Labuan F.T. The purpose of doing this research is to identify the effectiveness of LTAC towards tourism industry in Labuan F.T, to identify the problems and shortcomings that associated with tourism industry in Labuan and to study how LTAC influence the tourism industry in Labuan F.T.

The effectiveness of Labuan Tourism Action Councils is important in order to determine and develop the tourism industry in Labuan. This is because tourism industry plays an important role in our country and indirectly it affects the economic performance

All information that obtained from the research will be beneficial to Labuan Tourism Action Council as to strengthen their performance and management in order to develop tourism industry in Labuan so that all people in the world are attracted to visit Labuan as one of the tourists' destination. Furthermore, some recommendation that obtain from the research can also be considered by the company for their references in the future. Besides that, improving their performance and management will also benefit the effectiveness of this organization in achieving their goals and targets.

For the purpose of this research, 80 questionnaires are distributed to customers at the area of Labuan Tourism Action Council. However only 72 questionnaires are valid and can be analyzed and interpreted. This research used probability sampling as a sampling technique and used of primary and secondary data as a data collection method.