



**UNIVERSITI TEKNOLOGI MARA
CAWANGAN TERENGGANU KAMPUS DUNGUN**

**LOCAL RESIDENTS' AWARENESS TOWARDS
VISIT BEAUTIFUL TERENGGANU 2017**

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This undergraduate report (HTM655) submitted in partial fulfilment of the requirements for
the degree of

**BACHELOR OF SCIENCE (HONS) HOTEL MANAGEMENT
HM 240**

Universiti Teknologi MARA (UiTM), Malaysia

JULY 2018

ABSTRACT

In the 21st century tourism industry is one of the sectors that keep evolving from time to time. On top of that, Malaysia is not excluded in this phenomenon as it has various tourism products. One of the states in Malaysia that offers various products is Terengganu which was located at the east coast of peninsular Malaysia, for example, brassware, *songket*, islands, beaches and traditional cuisine. The purpose of this study is to determine the local residents' awareness towards Visit Beautiful Terengganu 2017. By means of primary data, questionnaire is used as a method to collect the data needed for the study. At the end of the study, findings show that local residents' of Kuala Terengganu are well-aware to the tourism campaign and knowledgeable regarding the tourism product.

ACKNOWLEDGEMENTS

Firstly, we would like to express our deepest gratitude to our lecturers Madam Norjazira binti Anuar, as research coordinator and Miss Azlina Samsudin for their full support, expert guidance, understanding and encouragement throughout our research project. Without their valuable guidance and persistent help this assignment would not have been possible.

Furthermore, we want to thank all respondents, specifically the local residents' of Kuala Terengganu that have been take part in this research. Without their participation, we are unable to get data to continue the process to complete this research. The data filled by them are very helpful in making analysis and discussion process.

Moreover, the facilities provided by UiTM Terengganu, Dungun Campus really help us to make the journey of our undergraduate project progress running smoothly. Besides, we also would like to thank all personnel that facilitate us directly or indirectly throughout the progress of completing this research.

Finally, we would like to thank our family and parents for their unconditional love and support. We would not have been able to complete this task without their continuous love and encouragement to complete this undergraduate project.

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