



**A RESEARCH ON THE EFFECTIVENESS OF PROMOTION TOOLS AND
USING OF BROCHURE BY SARAWAK TOURISM BOARD (STB)**

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Abstract

The main objective of this study is to find out the effectiveness of only five promotional tools such as brochure, internet, trade fair, exhibition, television, radio, newspapers and magazines by Sarawak Tourism Board in order to promote Sarawak as a prime tourist destination. It is important to develop the tourism industry because it has great potential in term of revenue, generating work force as well as its ability to contribute to the employment sector.

In this respect, the state government through Sarawak Tourism Board has aggressively promoting Sarawak as prime tourist destination in the region. However, so far there is no local study that has been made to assess the effectiveness of promotional effort by Sarawak Tourism Board to promote Sarawak as a prime tourist destination. Thus, it is from this point that is what my study intended to accomplish.

This study will look into the five promotional efforts and the using of brochure by Sarawak Tourism Board (STB) in the ability to attract more local tourists to visit Sarawak. A major portion of the data is obtained through a survey done on 200 samples of respondent who had visited Sarawak. Questionnaires were use for field survey and secondary data were used in collecting data for the preparation of this paper.

The study finding generally shows that the five promotional strategies used by STB in this study such as brochure, internet, television, radio, trade fair, exhibition, newspapers and magazines to promote Sarawak as tourist destination are effective in the way of giving information and influence them to visit Sarawak.

INTRODUCTION

Overview

Tourism is an important sector that not only provides employment opportunity but also helps to earn valuable foreign exchange. The tourism development also helps to achieve balanced and sustainable regional growth by providing employment opportunities for unskilled workers especially from rural areas and developing interior and remote areas.

Malaysia has become one of the most popular destinations in the world. There a lot of interesting places that would attract the world attention to the splendor and beauty that is uniquely Malaysian. Tourism Malaysia is statutory body established by the Malaysia Tourism Promotion Board Act 1992. Ultimately, one of the Ministry of Tourism objectives is to promote the tourism sector professionally, efficiently and continuously to meet the need and preference of foreign and local tourist. Tourism Malaysia activities are designed to stimulate the Malaysian tourism and tourism related industries. This helps promote new investment in the country while providing more employment opportunities. The growth of Malaysian tourism will contribute positively to economic development and enhance the quality of life for all Malaysians.

Malaysia is divided by 13 unique and beautiful states and through this study Sarawak has been chosen due to the fact that it is one of Malaysia's potential tourist destination. The name Sarawak is closely connected with the island of Borneo – a name full of secrets and mysteries. Many generations of adventures came to Borneo not only to discover its secrets and conduct research but also to conquer the land. The enchanting states of Sarawak are Malaysia largest state, endowed with world richest and most diverse ecosystem. Indeed Sarawak are home to 28 ethnic groups with its own distinct language, culture and lifestyle. In order to enhance the tourism activities in