

**THE RELATIONSHIP BETWEEN APPROACH
BEHAVIOR AND SERVICESCAPE OF EVENT
ORGANIZED BY TOURISM MALAYSIA**

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**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UITM,MELAKA**

2006

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

"DECLARATION OF ORIGINAL WORK"

I, Nor Azreen bt Kamaruddin, (I/C Number: 810630-14-5832)

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 degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: 

Date: 5-12-2006

LETTER OF SUBMISSION

28th November 2006

The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **"THE RELATIONSHIP BETWEEN APPROACH BEHAVIOR AND SERVICESCAPE OF EVENT ORGANIZED BY TOURISM MALAYSIA"** to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



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ACKNOWLEDGEMENT

There are many peoples who have been enormously helpful in the preparation of this thesis. First and foremost, my gratitude goes to the Allah Al-Mighty for giving me the strength and patience to complete this study.

My warmest gratitude goes to lecturers at UiTM Melaka, in particular; Dr. Nooraini Mohamad Sheriff (first advisor) and En. Ahamd Fadly Arham (second advisor), for giving me the most beneficial assistance and offered many comments and suggestions throughout the development of this study. I also would like to acknowledge Lembaga Penggalak Pelancongan Malaysia (Tourism Malaysia) for allowing me to complete my practical program in Convention Division. My appreciation goes to all the staff of Lembaga Penggalak Pelancongan Malaysia (Tourism Malaysia) especially En. Zulkifli Shariff (Director of Convention Division) and my supervisor En. Shearan Mohamed who gave me access, cooperation and invaluable insights in relation to the relevant information gathered for the study.

I also wish to thank to all my friends who were always there when I need them the most. I really treasure your honest opinions and encouragement that have put me through good and bad times. Besides that, my best regards and thanks to everyone who had contributed in the making of this research whether directly or indirectly.

Last but not least, I would like to express my deepest gratitude to my beloved parents, as well as my family members for their untiring support, assistance and encouragement

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