

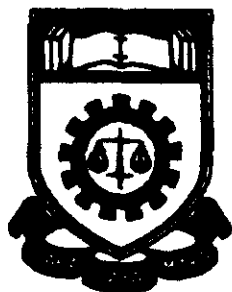
I0000021267

126p.

THESIS KAWA...TANGAN

**MARA INSTITUTE OF
TECHNOLOGY**

FACULTY OF BUSINESS AND MANAGEMENT



**DEVELOPING BIDONG ISLAND
INTO A TOURIST DESTINATION:
PROPOSALS AND
RECOMMENDATIONS**

**THESIS SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF
BUSINESS ADMINISTRATION**

**BY:
IMANI BT MOKHTAR
NOVEMBER 1998**



TK00000129

Prepared by:

Imani bt Mokhtar

Masters of Business Administration

97416620

A handwritten signature in black ink, appearing to read 'ahsah'.

Coordinator
ITM/Ohio University
Executive MBA and MBA Programs
Institut Teknologi MARA
40450 Shah Alam, Selangor.

CONTENTS	PAGE
ABSTRACT	i
ACKNOWLEDGEMENTS	iii
LIST OF FIGURES	v
LIST OF TABLES	vi
LIST OF ACROYNYS	vii
CHAPTER 1 - INTRODUCTION	
1.1 WHY WE CHOOSE BIDONG ISLAND	1
1.2 OBJECTIVE	2
1.3 SCOPE OF THE STUDY	3
1.4 METHODOLOGY	3
1.5 LIMITATIONS OF THE STUDY	4
CHAPTER 2 - TOURISM IN MALAYSIA	
2.1 MARKET OVERVIEW	
2.1.1 MARKET TRENDS	5
2.2 OVERVIEW ON TOURISM INDUSTRY	6
2.2.1 MALAYSIA IN GENERAL	7
2.2.2 CLIMATE	8
2.3 TOURISM INDUSTRY IN MALAYSIA	8
2.4 TOURIST ARRIVALS AND RECEIPTS	10

ABSTRACT

The purpose of this project paper is to outline the proposal and recommendation on the development of Bidong Island as a tourism destination.

Chapter 1 introduces the background of the study and why we have chosen the Bidong Island project. It includes the objective and scope of the study with the methodology and limitations of the study discussed. Chapter 2, contains a discussion on tourism in Malaysia and has explicit explanations on the tourism market overview and trends. Malaysian tourism industry is featured together with highlights on tourist arrivals and impacts on its tourism development.

Chapter 3 focuses on tourism environment in Terengganu. It embodies the overview of tourism and tourist arrivals, tourism contribution to the state's economy, objective and strategy, action plan and future planning for tourism in Terengganu. The framework of Chapter 4 includes highlights on Bidong Island. Emphases on geographical and island profiles are included in the discussions.

Chapter 5 focuses on the marketing analysis and features and contains the comparisons of hotel room rates across Terengganu. Chapter 6 provides the development process, which includes the strategy and development concept, development plan suggestions, the conceptual plan for the proposed resort and the three phases of development.

In Chapter 7, we examine the projected cost and revenue for the implementation of the project. Finally, to conclude the paper, we emphasize on the advantages of developing Bidong Island to be one of the top tourist destinations in Malaysia.