



UNIVERSITI TEKNOLOGI MARA

**FACTORS THAT INFLUENCE MIDDLE EAST TOURIST
TO COME TO MALAYSIA.
(DOES MALAYSIA FULFILL THE FACTORS NEEDED
TO ENCOURAGE MORE TOURIST FROM
THESE AREA TO COME HERE)**

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UiTM BANDARAYA MELAKA

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LETTER OF SUBMISSION

20 APRIL 2009

The Head of Program
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Faculty of Business Management
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "FACTORS THAT INFLUENCE MIDDLE EAST TOURIST TO COME TO MALAYSIA (DOES MALAYSIA FULFILL THE FACTORS NEEDED TO ENCOURAGE MORE TOURIST FROM THESE AREA TO COME HERE)" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank you

Yours sincerely

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INTERNATIONAL BUSINESS
FACULTY OF BUSINESS MANAGEMENT
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BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Mohd Hafizan Bin Che Hashim, (I/C Number: 860509-56-6083)

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: _____

ABSTRACT

Factors are one that actively contributes to an accomplishment, result, or process. Nowadays, everything that a person done must have a reason on whatever they implement to do and to make it readily established. In order to study the factors, a research has been conducted whether what factors have made Middle East tourist to visit to Malaysia.

In this project paper, the studies discuss about some reason that contribute to the factors of Middle East tourist to come to Malaysia which is travel trend, service efficient or not, and also the strategies by Tourism Malaysia to lure more tourist to Malaysia. From this study, research found that there is no gap in term of tourist arrival, spending, factor attracting the tourist and strategies by Tourism Malaysia to lure Middle East Tourist but there are minor gap in certain area which needs to be manage with like the challenges that Tourism Malaysia faced.

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