



**A STUDY CASE ON FACTORS THAT AFFECT THE
ECONOMIC GROWTH OF TOURISM INDUSTRY IN SOUTHEAST ASIA**

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UNIVERSITI TEKNOLOGI MARA

BANDARAYA MELAKA

JULY 2015

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GROWTH OF TOURISM INDUSTRY IN SOUTHEAST ASIA**

MODE B

SAUNIA NAZRIN BINTI MOHD SA'AID

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

**FACULTY OF BUSINESS MANAGEMENT
UITM BANDARAYA MELAKA**

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
(HONS) FINANCE
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA

“DECLARATION OF ORIGINAL WORK”

I, SAUNIA NAZRIN BINTI MOHD SA’AID, (I/C NUMBER: 921225-10-6428)

Here, declare that,

This work has not previously been accepted in substance for any degree, locally and overseas and is not being concurrently submitted for this degree or any other degree.

This project paper is the result of my independent work and investigation, except where otherwise stated.

All verbatim extracts has been distinguish by quotation marks and sources of my information have been specifically acknowledge.

Signature:

Date:

LETTER OF SUBMISSION

01 JULY 2015

The Head of Program
Bachelor of Business Administration (Hons) Finance
Faculty of Business Management
Universiti Teknologi Mara
Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

Dear Madam,

Attached is the project paper titled “A study case on the factors that affect the economic growth of tourism industry in Southeast Asia” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you.

Sincerely,

SAUNIA NAZRIN BINTI MOHD SA’AID

ABSTRACT

This study uses secondary data from 1995 until 2014 to analyze the pattern of the Gross Domestic Product (GDP) of tourism industry and the factors that influencing it. Economic studies focus on number of international arrivals, tourism receipts, capital investments, real effective exchange rates and employments. Apart from that, the other objective of this research is to determine the factors that influence the Gross Domestic Product (GDP) of tourism industry in Southeast countries which are Malaysia, Thailand and Singapore. There are several methods of analysis were used to analyze the data which are Panel Unit Root Test, Pooled Ordinary Least Square (OLS), Panel Regression Fixed Effect, normality test, autocorrelation and heteroscedasticity test. The result proved that there have a positive relationship between factors that influencing (ARV, CP, EMP, and REER) and GDP of tourism industry in Southeast Asia countries.