MALAYSIAN TOURISM STUDENTS AWARENESS OF THE EMERGING EVENT INDUSTRY

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DISEDIAKAN OLEH :

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SEPT 2005

Surat Kami : 600-UiTMCM(UPP. 5/2)

Tarikh: 15hb September 2003

UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA

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Puan Asliza Mohd Yusof
Pensyarah DTM
Universiti Teknologi MARA
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Puan,

TAJUK PROJEK:
Perceptions of Malaysian Tourism Students of the Emerging Event Industry.

Dengan hormatnya perkara tersebut di atas dirujuk.

Sukacita dimaklumkan bahawa Mesyuarat Jawatankuasa Penyelidikan dan Perundingan UiTM Cawangan Melaka bil. 5/2003 pada 31hb Julai 2003 telah membuat keputusan:

I. Bersetuju meluluskan cadangan penyelidikan yang dikemukakan oleh puan dan Cik Azlin Shafinaz Arshad.

II. Tempoh projek penyelidikan ini ialah **12 bulan**, iaitu mulai **1hb Oktober 2003** hingga **30hb September 2004.**

III. Kos yang diluluskan ialah sebanyak **RM9190.00** sahaja.

IV. Penggunaan geran yang diluluskan hanya akan diproses setelah perjanjian ditandatangani.

V. Semua pembelian peralatan yang kosnya melebihi **RM500.00** satu item perlu menggunakan Pesanan Jabatan Universiti Teknologi MARA (LO). Pihak puan juga dikehendaki mematuhi peraturan penerimaan peralatan.

VI. Kertaskerja boleh dibentangkan dalam seminar setelah **75% deraf awal laporan akhir** projek dihantar ke Unit Penyelidikan dan Perundingan untuk semakan. Walau bagaimanapun, puan perlu membuat perm

VII. Pihak puan dikehendaki mengemukakan **Laporan Kemajuan Projek** penyelidikan ini bagi tempoh Okt 2003 sehingga April 2004. **Laporan akhir** perlu dihantar

UiTM Cawangan Melaka

sebaik sahaja projek penyelidikan disiapkan. Format laporan akhir boleh diperolehi di Unit Penyelidikan dan Perundingan.

Bersama-sama ini disertakan tiga salinan perjanjian untuk ditandatangai oleh pihak puan. Sila penuhkan perjanjian berkenaan dengan menggunakan pen berdakwat hitam dan kembalikan ke pejabat Unit Penyelidikan dan Perundingan untuk tindakan selanjutnya.

Sekian, terima kasih.

"SELAMAT MENJALANKAN PENYELIDIKAN"

Yang benar

PROF. MADYA DR. MOHAMAD KAMAL HJ. HARUN
Pengarah Kampus
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s.k.

1. Penolong Naib Canselor (Penyelidikan)
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   40450 Shah Alam.

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   Melaka.

Tarikh : 30 September 2005
No. Fail Projek : 600-BRC/SKK.5/3/879

Penolong Naib Cancelor (Penyelidikan)
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Selangor Darul Ehsan

Puan,

LAPORAN AKHIR PENYELIDIKAN KAJIAN MALAYSIAN TOURISM STUDENTS AWARENESS OF THE EMERGING EVENT INDUSTRY

Merujuk kepada perkara di atas, bersama-sama ini disertakan tiga (3) naskah Laporan Akhir Penyelidikan bertajuk Malaysian Tourism Students Awareness of The Emerging Event Industry.

Sekian, terima kasih.

Yang benar,

ASLIZA MOHD YUSOF
Ketua Projek

ABSTRACT

The event industry is becoming one of the fastest growing and most lucrative areas of the tourism industry worldwide. Malaysia continues to gain world recognition for the excellence of its convention and exhibition facilities and on their attractive places to organize an event. Since event management has emerged to become an important sector of the Malaysian tourism industry, this has given some impetus to the need for tertiary educated event managers.

Taking an initiative to highlight the needs of an appropriate conservation maintenance management, this study will present an evaluation the relationship between event education and awareness of the students of its emergence and student awareness of the emerging event industry in Malaysia. Among others, this study will explores and examines the emerging event industry from student's view on the types of event that they are most interested in, the skills and attributes for a successful event management and their potentiality to be involved in the event industry in future.

Data for this exploratory research were collected from secondary and primary sources through structured questionnaires. Prior to this, a pilot test was conducted on a targeted sample comprises of students of Dept. of Tourism & Hotel Management of UiTM (Shah Alam, Malacca, Sabah and Penang) and students from School of Tourism Management, UUM Campus. The results were then used as answers for the questionnaire set. The collection of data was carried out through a self-administered survey in August 2004.

Results obtained from the answered questionnaires were analyzed by using the "Statistical Package for the Social Sciences" of SPSS for Windows method that allowed comprehensive applications and the ability to generate frequencies, descriptive statistics and other analysis to be reported. Findings of this research confirm high awareness level of the tourism student on the emerging event industry in Malaysia. In future, it is recommended that a more in-depth research to be carried out to determine the influence of event industry on the tourism sector in Malaysia.