

PILOT SURVEY STUDIES ON TOURISM CAPACITY BUILDING IN SARAWAK 2011



RESEARCH MANAGEMENT INSTITUTE

UNIVERSITI TEKNOLOGI MARA
40450 SHAH ALAM
SELANGOR DARUL EHSAN
MALAYSIA

PREPARED BY:

RANEE ATLAS
NURAINI PUTIT
GRACIE V. GEIKIE

MARCH 2012



KEMENTERIAN PELANCONGAN SARAWAK
(*Ministry of Tourism Sarawak*)
Tingkat 2, Bangunan BAITULMAKMUR,
Medan Raya,
93050 Petra Jaya
Kuching, Sarawak, Malaysia.

Tel : 082-319313 Faks: 082-445311



Ref. No. : KPW/6-10 Vol.2(13)
Tarikh : 1 Februari 2012

Rektor
Universiti Teknologi MARA (UiTM) Sarawak
Kampus Kota Samarahan
Jalan Meranek
94300 Kota Samarahan

YBhg. Prof. Dato,

**PELANTIKAN UiTM SARAWAK BAGI MENJALANKAN KAJI SELIDIK
PEMBANGUNAN KEUPAYAAN (CAPACITY BUILDING SURVEY)**

Dengan segala hormatnya perkara di atas adalah dirujuk.

2. Satu resolusi daripada *Tourism Lab* yang telah diadakan pada bulan April 2011 memutuskan supaya institusi-institusi pelancongan seperti UiTM, Universiti UCSI dan Kolej SATT menjalankan satu kaji selidik pembangunan keupayaan atau *Capacity Building Survey*. Untuk makluman YBhg. Prof. Dato, objektif kaji selidik ini ialah untuk menganalisa keperluan tenaga manusia bagi industri pelancongan di negeri ini.
3. Sehubungan dengan itu, UiTM telah dilantik untuk membantu di dalam kaji selidik ini.
4. Kerjasama penuh dan komitmen daripada pihak YBhg. Prof. Dato dipohon bagi memastikan kaji selidik di atas berjalan dengan jayanya.

Sekian, harap maklum.

**"BERSATU BERUSAHA BERBAKTI"
"AN HONOUR TO SERVE"**

(DATUK IK PAHON ANAK JOYIK)
Setiausaha Tetap
Kementerian Pelancongan
SARAWAK



TABLE OF CONTENTS

	Page
1.0 INTRODUCTION	
1.1 Background	1
1.2 Objectives of the Study	1
1.3 Significance of the Study	2
1.4 Study Team	2
2.0 METHODOLOGY	
2.1 Organization of the Study	3
2.2 Methods and Data Collection	3
2.3 Data Analysis Techniques	4
3.0 FINDINGS AND ANALYSIS	
3.1 Demographics of Respondents	7
3.2 Tourism Service Competency	9
3.3 Tourism Skills	11
3.4 Tourism Product Knowledge	12
3.5 Effective Execution and Implementation of Tourism Attractions	19
3.6 Planning	20
3.7 Remuneration Scale	22
4.0 LIMITATIONS	25
5.0 RECOMMENDATIONS	27
6.0 CONCLUSION	31

PILOT SURVEY STUDIES ON TOURISM CAPACITY BUILDING IN SARAWAK

1.0 INTRODUCTION

1.1 Background

The study on Capacity Building Pilot Survey of the Sarawak Tourism Industry is held in conjunction with the Sarawak Tourism Lab: Revisiting Sarawak Tourism Master Plan, from 24 to 25 February and 28 February till 2 March, 2011.

During the Capacity Building Lab, the team had syndicated various agencies, to identify and to create new policies for training areas, research questionnaire, comparing rating and etc.

1.2 Objectives of the study

The study attempts to achieve the following objectives:

- i. To identify issues and gaps in the tourism capacity work force.
- ii. To produce an immediate 12-month Action Plan that can be executed immediately to yield results.
- iii. To identify lack in skills areas of the tourism industry workforce and to develop corresponding programs and workshops to facilitate improvements.

2.0 METHODOLOGY

2.1 Organization of the Study

The pilot study covers Kuching, Sibu, and Bintulu and Miri areas.

The pilot study attempts to identify and to create new policies for training in areas needed by the various stakeholders in the tourism industry which includes hotels (all ratings), restaurants (all ratings) , tour operators, transport providers, home stay operators, national parks offering tourism products, and government bodies involved in tourism management, development and operations.

The study examines the demographic factors of the respondents', service competencies, tourism skills, product knowledge, effective execution and implementation of tourism attractions; and planning.

2.2 Methods and Data Collection

The data for this study were mainly obtained through survey using administered questionnaires designed during the Lab. One thousand (N=1000) questionnaires were distributed throughout Kuching, Sibu, Bintulu and Miri region. Due to the lack of resources and full time staff monitoring the survey, the return rate was only 35 percent which was around 350 respondents. The highest number of respondents came from the Kuching area.

However, after initial screening of the responses, some of the questionnaires were incomplete and therefore rejected. The incomplete questionnaires, if used, would create gaps in data entry results. Therefore only 170 fully completed questionnaires were used and tabulated.