

LOCAL TOURISM IN MALAYSIA
CASE STUDY KELANTAN

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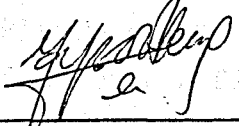
Diluluskan :

(Pengerusi Panel Penilai)

(TANDATANGAN)

(TARIKH)

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(TANDATANGAN)

8.8.88
(TARIKH)

ACKNOWLEDGEMENT

I wish to express my gratitude and thanks to the following:-

1. To Mr. David Yap for his guidance and advise in the preparation of this thesis.
2. To En. Wahab, Research Division, Tourist Development Corporation for helping me with my research.
3. To En. Fauzi, the Assistant Director, Perbadanan Kemajuan Kraftangan Malaysia (Kelantan Branch) for the information regarding Local Handicrafts Industry.
4. To En. Kamaruddin, Planner, Majlis Perbandaran Kota Bharu for his assistance
5. To the many others whose assistance have helped in the completion of this thesis

ABSTRACT

Tourism is concerned with all travellers visiting places other than their places of stay for various purposes such as leisure, business or a combination of the two. The type of tourist to be attracted to a destination will influence the nature of tourism development. Within the tourism development, an analysis of available resources to determine its potential and existing facilities will have to be known. The development would then be focused on the areas with the most potential according to tourism planning principles. Accordingly, development strategies can be drawn up to cater for the type of tourists desired.

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