



**A STUDY ON THE EFFECTIVENESS OF PROMOTION
CAMPAIGN TOWARDS VISIT MALAYSIA YEAR (VMY) BY
TOURISM MALAYSIA**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”

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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 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: 

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ABSTRACT

Visit Malaysia Year campaign was introduced since 1990 and the next event will be on year 2007. Visit Malaysia Year 2007 is strategic campaign to promote Malaysia aggressively in the global markets. Tourism Malaysia is instrumental in developing Malaysia's tourism industry. In conjunction to promote Malaysia as a world destination, Tourism Malaysia is a statutory body to promote Malaysia by implement the Visit Malaysia Year campaign. Hence, the purpose of the study is to examine society and tourists on awareness towards Visit Malaysia Year campaign and the effectiveness of the Visit Malaysia Year campaign to our tourism industry.

The nature of the approach for the study can be seen most clearly by assessing the factors that contribute the level of awareness among tourists and society towards Visit Malaysia Year. Thus, the research design will involves interview with the industry expert, observation, past experience and survey questionnaire. In addition, secondary data will be gathered from the Internet, magazines, journals, previous research, project papers, and newspapers. This purpose of the study will eventually help Tourism Malaysia improve on the services for the benefits of the tourists and local people. The scope of the study is at Klang Valley area only. The availability of data and the accessibility of data will be the study limitation. While the time frame given to complete the study and the limited budget will be the study constraints.

1.0 INTRODUCTION

1.1 Background of the Company

Malaysia Tourism Promotion Board, or Tourism Malaysia, is a statutory body established under the Malaysia Tourism Promotion Board Act 1992. The objective is to promote Malaysia as an outstanding tourist destination. Through their activities, they attract the world's attention to the splendor and beauty that is uniquely Malaysian. Ultimately, the aim is to increase the number of foreign tourists to Malaysia, extend the average length of their stay and, in doing so, and increase Malaysia's tourism revenue. They also aspire to develop domestic tourism while enhancing Malaysia's share of the convention market.

Mission Statement

Marketing Malaysia as a destination excellence and to make the tourism industry a major contributor to the socio-economic development of the nation. Tourism Malaysia's activities are designed to stimulate the Malaysian tourism and tourism-related industries. This helps promote new investments in the country while providing increased employment opportunities. The growth of Malaysian tourism will contribute positively to economic development and enhance the quality of life for all Malaysians.

(Source: <http://www.tourism.gov.my>)