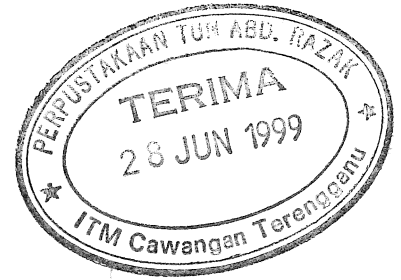


**A STUDY ON DOMESTIC TOURISTS AWARENESS
TOWARD MALAYSIA TOURISM PROMOTION BOARD
ADVERTISEMENT WITHIN KLANG VALLEY**



**RAFIDA BT AB. MANAN
97005897**

FOTOSTAT TIDAK DIBENARKAN

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MARKETING
FACULTY OF BUSINESS AND MANAGEMENT
MARA INSTITUTE OF TECHNOLOGY
TERENGGANU**

APRIL 1999

LETTER OF TRANSMITTAL

Bachelor In Business Administration
(Hons) (Marketing) 04
Faculty Of Business And Management
MARARA Institute Of Technology
23000 Dungun
Terengganu Darul Iman.

01 April 1999

Encik Azemi Che Hamid
Marketing Internship (MKT 650) Lecturer
Faculty Of Business And Management
MARARA Institute Of Technology
23000 Dungun
Terengganu Darul Iman.

Sir,


MARKETING INTERNSHIP (MKT 650) REPORT.

Enclosed herewith is my report entitled 'A Study On Domestic Tourists Awareness Towards Malaysia Tourism Promotion Board Advertisement Within Klang Valley Region'.

With the submission of this first report, I do hope that it will meet the requirements and purpose of the Marketing Internship subject.

Thank you.

Yours faithfully,



(RAFIDA BT AB. MANAN)
MATRIX NO: 97005897

ACKNOWLEDGEMENTS

In the name of Allah, the Beneficent, the Merciful

One semester of completing the project paper together with the practical training to be attended as the requirement on the completing of Bachelor of Business Administration (Hons.) Marketing has given me the opportunity to gain knowledge and being exposed to the working situation before continuing with the future endeavor and challenges.

I would like to thank the followings who had helped me and contributed to the research project. Their guidance and assistance are indeed helpful and i would like to extend my gratitude.

1. *ENCIK AZEMI CHE HAMID*

My Advisor and Lecturer, Department of Marketing and Management, Faculty of Business And Management, MARA Institute of Technology, Terengganu Branch.

2. *PUAN MUHAZITA ALIAS*

The Course Tutor of Marketing, Department of Marketing and Management, Faculty of Business And Management, MARA Institute of Technology, Terengganu Branch.

3. *PUAN ROHAYAH ALI*

My Supervisor, Assistant Director of Corporate Division, Malaysia Tourism Promotion Board

4. *ENCIK MOHD. RIDZA ISMAIL*

Ex-Assistant Director of Corporate Division, Malaysia Tourism Promotion Board

5. *All Staff of Tourism Malaysia, Kuala Lumpur*

6. *All Staff of ITM Shah Alam Library*

7. *All my family especially my parents, my siblings and Zaraqain.*

8. *All my friends especially Yati, Maddie, Ayon, Asha, Bear and Residents No. 58.*

9. *All those who had contributed in one way or the other.*

THANK YOU.

ABSTRACT

This research has been conducted to examine the domestic tourists awareness towards Malaysia Tourism Promotion Board advertisements within Klang Valley area. It has been measured by looking at domestic tourists whether they are aware or not about the advertisements. Among the major issues analysed are the budget allocation for domestic promotion is limited, level of awareness of the services provided by Tourism Malaysia is perceived as low and the distributions of leaflets, brochures and pamphletes to the local tourists is not widen. Out of total populations, 100 respondents has been chosen as samples based on stratified random sampling. All of the respondents are required to fulfill the questionnaires that had been distributed at five shopping complexes around Klang Valley. The data that has been collected will then be presented in this table by using frequencies tests for each questionnaires as it easier to interpret and understand. Cross tabulation together with Chi-Square rules has been used for hypothesis testing to give guideline in making decision of accepting null hypothesis or alternative hypothesis. Some of the findings that has been obtained are 50 percent (50 respondents) came from higher educational background while another 49 percent (49 respondents) with secondary school level and the balance of 1 percent (1 respondent) has had primary schooling. Moreover, friends and relatives are the major active informer to the respondents with 34 percent (34 respondents) get an information from them. Most of the 34 percent (34 respondents) felt that the advertisements done by Tourism Malaysia were quite attractive. From the conclusion it is found that the domestic tourists always based on Tourism Malaysia advertisements in deciding to travel. Furthermore there are relationship exist between level of education and awareness toward ads. Therefore several recommendations should be outlined in order to improve the quality of advertisements and encourage domestic tourism such as identify more local tourists spot, introduced tourism card, develop new products, increase number of ads volume etc.

TABLE OF CONTENTS

	Page
Letter Of Transmittal	i
Acknowledgement	ii
Table Of Contents	iii
List Of Tables	v
List Of Abbreviation	vii
Abstract	viii

CHAPTER 1 : INTRODUCTION

1.1 Introduction	1
1.2 Background of Malaysia Tourism Promotion Board	4
1.3 Scope of The Study	7
1.4 Problem Statements	9
1.5 Objectives of The Study	11
1.6 Significant of The Study	12
1.7 Hypothesis	13
1.8 Limitations	14
1.9 Terminologies	15

CHAPTER 2 : LITERATURE REVIEW

2.1 Introduction	17
2.2 Review of Literature	18

CHAPTER 3 : RESEARCH METHODOLOGY AND DESIGN

3.1 Introduction	29
3.2 Procedures For Collecting Data	30
3.2.1 Primary Data	30
3.2.2 Secondary Data	34
3.3 Sampling Design	35
3.3.1 Population	35
3.3.2 Sample Frame	36
3.3.3 Sampling Techniques	36
3.4 Procedure For Analysing Data	36
3.4.1 Hypothesis Testing	37
3.5 Questionnaires	39