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TABLE OF CONTENT

TITLE PAGE

ACKNOWLEDGEMENT

TABLE OF CONTENT

1.0 INTRODUCTION

1.1	Background Of Study	1
1.2	Background Of MTPB	4
1.3	Objective Of Study	6
1.4	Scope Of Study	7
1.5	Methodology	8
	1.5.1 Primary Data	
	1.5.2 Secondary Data	
1.6	Hyphotheses	9

2.0 CHAPTER ONE

2.1	Organisation Structure	10
2.2	The New Structure	11
2.3	Tourism Industry In Malaysia	17
2.4	Role Of Tourism Malaysia In Promoting Malaysia	19
2.5	Marketing Malaysia As A Major Tourist Destination	22
	2.5.1 Market Overview	23
	2.5.2 Tourist Arrivals	26
	2.5.3 Markets	26
2.6	MTPB Marketing Objectives	27
2.7	Target Market Selection	34
	2.7.1 Market Selection Strategy	36
	2.7.2 Image Development	39
	2.7.3 Tour Product Development	40
	2.7.4 Domestic Market	41
2.8	Promotional Mix	45
2.9	Promotional Elements	47

3.0 CHAPTER TWO

Malaysia Fest 1994 A Study On The Tourism Promotional Activities.

3.1	Situational Analysis	52
3.2	Special Events Objectives	52
3.3	Malaysia Fest '94 Objectives	53
3.4	Mechanism	56
3.5	SWOT Situation Analysis	59

4.0 CHAPTER THREE

Findings

4.1	Planning	64
4.2	Budget	64
4.3	Media Selection	66
4.3.1	Advertising Agency	68
4.3.2	Media Execution & Information Dissemination	69
4.3.3	Launching Night & Special Events	70
4.4	Private Sector	71
4.5.1	Participants	71
4.6.2	Sponsors	72
4.5	Problems	72

5.0 CHAPTER FOUR

Analysis

5.1	Hypothesis Analysis	74
5.2	Other Analysis	77
5.3	Reccomendation	79

CONCLUSION

APPENDICES

BIBLIOGRAPHY

1.0 INTRODUCTION

1.1 Background Of Study

Tourism has started decade ago, whereby during that time people have already started traveling and making journeys to countries outside their hometown. In the past, people travel, not for leisure, normally they have mission to accomplish, as it is not easy to make a journey. Nowadays things have changed, tourism has become one of the most profitable industry to most country. People nowadays travel for business, for leisure or for a combination of the two. Infact Tourism has become the largest single retail industry in the world. Furthermore with the current world-wide recession, many countries are attaching greater importance to tourism as a potential source of foreign exchange.

The same goes to Malaysia, tourism will be promoted as an important industry contributing to the creation of new souces of growth required for socioeconomic development. Therefore a balanced emphasis will be given to the development of tourism in the international and domestic market. To accomplish the objectives, Malaysia Tourism Promotion Board (MPTB) or Tourism Malaysia which was formerly known as Tourist Development Corporation