

**STRATEGIES TO PROMOTE UNDERWATER
TOURISM**

DAVID LAENG



**BACHELOR IN BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS AND MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY**

OCTOBER, 2000

Table of Contents

	PAGE
ACKNOWLEDGMENT	ii - iii
TABLE OF CONTENTS	iv - vi
LIST OF TABLE	vii
LIST OF FIGURES	viii
LIST OF PLATES	ix
LIST OF ABBREVIATION	x
ABSTRACT	xi - xii
CHAPTER 1	
1.0 INTRODUCTION	1
1.1 Background	1
1.1.1 Definition	2
1.1.2 Tourism Scenario	2
1.1.3 World Tourism	3
1.1.4 Tourism in Malaysia	4
1.1.5 Tourism in Sarawak	6
1.1.6 Domestic Tourism	7
1.1.7 Underwater Activities	9
1.1.8 Underwater wonders attraction for underwater tourism	12
1.1.9 Tourism Agencies and Organization	13
1.2 Problem statements	13
1.2.1 Market Share	13
1.2.2 Tourism product and services	14
1.2.3 Competitive Destination	15
1.3 Objective of study	16
1.4 Scope of study	17
1.5 Significant of study	18
1.6 Hypothesis	19
1.7 Limitation	20 - 21
CHAPTER 2	
2.0 LITERATURE REVIEW	22
2.1 Marketing	22

ABSTRACT

The study mainly encapsulates the potential attractiveness of underwater tourism activities, i.e. Snorkelling and Scuba Diving as one of the tourism product offering and attraction.

The level of tourist's perception, experience and expectation was measured, that would help to put up some suggestions and recommendations as to enhance promotional strategies on underwater tourism activities.

Throughout the period of this study one hundred and fifty two responses had been received and the data collected was analyzed.

The overall findings indicated that there is favorable rating awarded towards the natural diversity of the underwater tourism product offering. The outcome of the survey mostly indicates high level of tourist satisfaction despite lack of supported facilities.

As tourist today are far more complicated, it is important for all tourism related business to know the specific characteristics of tourist so that they can be better serve and to reach them in the most effective way.

CHAPTER 1

1.0 INTRODUCTION

1.1 Background

Modern tourism has emerged as big business providing employment to millions of workers in the host countries and earning them foreign exchange for economic development.

Despite having potential revenue generation adverse impacts will inevitably occur and has the potential to do damage to the ecosystem of the host country or change the culture pattern of the host communities if allowed to develop unplanned and unregistered. Governments therefore are bound to play an active role in tourism and take keen interest in the planned and harmonious development of tourism.

The ever increasing numbers of Snorkellers and Divers are prepared to travel around the world seeking and participating in the underwater activities mostly at pristine coral. Hence healthy coral reefs provide an attractive, and reef-related tourism is now fundamental to many island economies.

CHAPTER 2

2.0 LITERATURE REVIEW

2.1 Marketing

2.1.1 Marketing is defined as "The management process responsible for identifying, anticipating, and satisfying customer requirements profitably" (P.A Smith, 1993). It is a "Process of analyzing, organizing, planning and controlling of the firm's customer-impinging resources, policies and activities with a view to satisfying the needs and wants to chosen customer groups at a profit" (Kotler, 1967).

2.1.2 The opening of the 21st century changes marketing and the marketing communication mix that offers new changes, insight, tool and opportunities. Marketing has moved from "customer acquisition" (winning new customers) through "customer retention" (keeping customers for life) towards "customer de-selection" (dumping unprofitable customers while selectively seeking and keeping the more profitable ones) (P.A Smith, 1993).

2.1.3 In the context of our Tourism Industry, it is necessary to remember that tourism is more than an economic activity. It is, in essence, a massive interaction of people, demanding a wide range of services, facilities and inputs that generate opportunities and challenges to our tourism industry in Sarawak. Its economic dimension cannot occur without inputs of attractions of