

**THE EFFECTIVENESS OF THE MARKETING STRATEGIES TO
PROMOTE TOURISM IN SARAWAK:
A CASE STUDY OF SARAWAK
TOURISM BOARD.**

DONYOS JEROS

**A PROJECT PAPER SUBMITTED TO THE SCHOOL OF BUSINESS AND
MANAGEMENT, MARA INSTITUTE OF TECHNOLOGY IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
BACHELOR IN BUSINESS ADMINISTRATION (HONS.)
IN MARKETING.**

OCTOBER 1998

TABLE OF CONTENTS

	PAGE
ACKNOWLEDGEMENT	
TABLE OF CONTENTS	
LIST OF TABLES	
ABSTRACT	
CHAPTERS	
1 INTRODUCTION	1
1.1 Introduction	1
1.2 World Tourism Industry	2
1.3 Tourism In the Asia Pacific Region	3
1.4 Tourism Industry In Malaysia	4
1.5 Sarawak Tourism Industry	7
1.6 Objectives Of the Study	12
1.7 Hypothesis Statements	13
1.8 Scope Of The Study	13
1.9 Significance Of The Study	14
2 TOURISM AGENCIES IN SARAWAK	15
2.1 Introduction	15
2.2 Ministry Of Tourism	15
2.3 Sarawak Tourism Board	17
2.3.1 Functions of STB	17
2.3.2 Objectives of STB	19
2.3.3 Marketing objectives of STB	20
2.3.4 Marketing activities of STB	20
2.3.5 Marketing strategies of STB	21
2.3.6 Promotional activities	28
2.3.7 Promotional aids and services	30
2.4 The Visitors Information Center	31
2.5 The Sarawak Tourist Guides Association	32

ABSTRACT

The primary objective of this study is to determine the effectiveness of the marketing strategies to promote tourism in Sarawak. This is because the tourism industry has a great potential in terms of its revenue generating power as well as its ability to contribute to employment growth. Because of this potential, the state as well as the federal government and also the private sectors have been vigorously promoting tourism in Sarawak. Also because of the potential of this industry, there is an urgent need to find ways and means to further promote tourism in the state. However, no known local study has been done to test the effectiveness of the current marketing strategies. This is exactly what this study intends to accomplish. On the findings, the study generally shows that the marketing strategies used by Sarawak Tourism Board to promote tourism in Sarawak are effective. The study also shows that there are other sources of information on Sarawak itself. These include history books, maps of Sarawak, relatives staying in Sarawak and other travelers who have been to Sarawak. Finally, having prior knowledge on Sarawak as well as the tourist attractions in Sarawak do affect the decision of tourists to visit the state.

CHAPTER 1

INTRODUCTION

1.1 Introduction

Tourism can be defined as the movement of people as a leisure-time activity whose objective is to have fun and gain experience from their movement (Lundberg,1972).

Tourism is the most effective means of satisfying recreational needs; combining a variety of recreational activities; it fulfills such goals as recovery of health, enrichment of knowledge, and restoration of one's productive capacity. Tourism also contribute to health maintenance, physical education, and the intellectual, cultural and social development of the individual (Great Soviet Encyclopedia , 1981) .

To have a better picture of the importance of the tourism industry, a look at the contributions of the tourism industry is pertinent. The various sections which follow will provide a brief insight into the tourism industry in various parts of the world. Section 1.2 provides a brief description of the world tourism industry, section 1.3 outlines the tourism industry in the Asia Pacific region, section 1.4 gives a brief description of the tourism industry in Malaysia whereas section 1.5 will

CHAPTER 2

TOURISM AGENCIES IN SARAWAK

2.1 Introduction

In Chapter 1, we discussed the importance of tourism industry in Sarawak. From the discussions, it is evident that more efforts should be taken to promote tourism industry in Sarawak. In this chapter, we will discuss the relevant tourism agencies in Sarawak. This chapter is organized as follows: section 2.2 discusses the roles of the Ministry of Tourism. Section 2.3 discusses the main functions of the Sarawak Tourism Board. Sections 2.4 gives an explanation on the functions the Visitors Information Center, section 2.5 outlines the objectives of the Sarawak Tourist Guides Association, section 2.6 highlights the aims and objectives of the Sarawak Tourist Association, while section 2.7 gives a brief account of the objectives of the Malaysian Association of Travel and tour Agents, and section 2.8 concludes.

2.2. Ministry Of Tourism (MOT)

Before the setting up of Sarawak Tourism Board, the Ministry of Tourism was responsible for the marketing and promotion of tourism in Sarawak. Before becoming a full-fledged Ministry of Tourism in the