



**CUSTOMER'S AWARENESS TOWARD TOURISM SERVICES:  
A STUDY OF PROMOTIONAL ACTIVITIES AT NUR FAMILY TRAVEL & TOURS**

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**JUNE 2014**

## **ACKNOWLEDGEMENT**

First and foremost, I would like to express my deepest gratitude to Almighty Allah S.W.T. for making it all possible. Alhamdulillah with his guidance and will, I was able to complete this study. Next, I would like to personally acknowledge the following people for their valued help and contributions to the preparation of this report:

Academic advisor, Madam Shaherah binti Abdul Malek, for her never ending support, guidance, patience, and irreplaceable time spent guiding me towards the completion of this report. Thank you for the time spent to advise me in writing my report.

My warmest appreciation and thanks go most to Miss Nur Dhuha Noorizan my supervisor, for co-operation and invaluable insights in relation to the relevant information gathered for this project paper. Not only that, a million thank you for the employees for sharing their knowledge and experiences with me during the practical training.

My beloved family, friends and course mates, for their helpful suggestions, advices and moral support throughout the time of completing my industrial training and report paper.

Generally speaking, thank you to those who have helped me either directly or indirectly, throughout the completion of my industrial training and this report. It would not have been possible without them.

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## **ABSTRACT**

The public awareness toward promotional activities also need to the concern. People do not realize of the existing company (travel agency) because of lack of promotion strategy. Potential customers interact with collateral, advertising and media coverage to decide whether or not they would consider a product/service .So, gain the customer awareness is so important to get the others know about our company or a product. There is several way that need to be implemented. In this study aims to give company which method or step to be taken to gain the customer awareness toward the company product. A quantitative study using questionnaire are given to 40 respondents to identify which promotional activities that most attracted them. The researcher used Microsoft Word Software to analyze the data. The result shows that from three types of advertising, the flyers are the most practical way to create awareness among the customers.

**Keyword:** awareness, promotional activities, quantitative study.