

CONCEPTUAL STUDY ON HUB AND SPOKE  
SYSTEM IN PAHANG TOURISM INDUSTRY

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# TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
ABOUT THE GROUP	ii
EXECUTIVE SUMMARY	iii

## CHAPTER 1 - TERMS OF REFERENCES

1.1	INTRODUCTION	1
1.2	RESEARCH METHODOLOGY	
	1.2.1 AN OVERVIEW OF RESEARCH METHODOLOGY	2
	1.2.2 TYPES OF DATA	3
	1.2.3 QUESTIONNAIRE DESIGNING	6
	1.2.4 ASSUMPTIONS OF QUESTIONNAIRES	6
	1.2.5 SCOPE OF STUDY	7
	1.2.6 LIMITATIONS	8

## CHAPTER 2 - TOURISM PERSPECTIVE

2.1	TOURISM PERSPECTIVE	
	2.1.1 TOURISM INDUSTRY	9
	2.1.2 DEFINITION	10
	2.1.3 THE TOURISM ENVIRONMENT	10
	2.1.4 THE TOURISM SYSTEM	11
	2.1.5 THE GROWTH IN TOURISM INDUSTRY IN MALAYSIA	11
	2.1.6 INDUSTRY PERFORMANCE	12
2.2	MALAYSIA	15
	2.2.1 THE MINISTRY OF CULTURE, ARTS AND TOURISM	15
	2.2.2 MALAYSIAN TOURISM PROMOTION BOARD	16
2.3	PAHANG	18
2.4	TOURISM CORRIDORS OF PAHANG	19
2.5	ROLE OF PAHANG STATE GOVERNMENT	20

## CHAPTER 3 - THEORETICAL PERSPECTIVE

3.1	PORTER'S STRATEGIC ANALYSIS ON PAHANG TOURISM INDUSTRY	23
	3.1.1 PLACES OF INTEREST	23

## CHAPTER 4 - ANALYSIS OF THE RESULT

4.1	JUSTIFICATION FOR THE DEVIATION OF DATA	27
4.2	SURVEY ANALYSIS	29
	4.2.1 PROFILE OF RESPONDENTS	29
	4.2.2 ACCESSIBILITY	31
	4.2.3 ATTRACTION	39
	4.2.4 ACCOMMODATION	43
	4.2.5 ANCILLIARY SERVICES	46
4.3	ASSESSMENT ON THE STRENGTHS AND WEAKNESSES OF PAHANG DESTINATIONS	49

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## Executive Summary

This paper is a report of a study on present infrastructure of Pahang tourism industry. The study will *"focus on availability of basic infrastructure and accessibility to each three holiday corridors as mention in Pahang Travel Planner and will identify the potential for developing hub and spokes concept and other types of related hospitality activities..."*<sup>1</sup>

The report is divided into five major sections. The first section introduces the terms of reference. The second; part explains the Malaysia (domestic) and Pahang tourism competitive conditions. The third, part describes theoretical perspective and analysis of results including SWOT, Porter's analysis on 10 places of interest, the assessment and survey analysis. The fourth section discusses conclusion, recommendations, and area of improvement and the final section provides relevant appendixes.

Our group and Perbadanan Kemajuan Bukit Fraser (PKBF) have recognized lack of infrastructure and information links in the state. This hypothesis will only be an old idea without any feasibility study shall be done into proving it.

Therefore, this paper is trying to initiate feasibility study on the application of the concept and to be a pioneer in the study of Hub and Spoke concept in Tourism industry. We hope the result of the study can be a catalyst to the industry.

It is recognized that tourism plays an important role in Pahang economy Thus, it is vital for Pahang to continue promoting tourism regardless of the financial constraint, cost and, economic conditions, if we want to be in the industry.

Pahang has many great strengths that can be exploited. With a unique theme of *"mother nature and the land of adventure"*, Pahang offers abundance of preserved nature, potential adventure activities, unique hide way, white and sandy beaches,

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## 1.1 Introduction

This project is a breed of discussion between our group and the Perbadanan Kemajuan Bukit Fraser on 13/6/98. From the meeting, we are assured that Pahang can be an interesting theme to conduct our study on. We finalized the meeting with PKBF, by agreeing to study the present tourism infrastructure in Pahang. If the research/study found to be feasible, a conceptual study about the Hub and Spoke will be presented. Thus this paper is presenting two issues. The first is the infrastructure availability in the selected 10 tourist destinations in Pahang, as they are prepared to fulfil consumer preferences. The second issue is to measure the suitability of Pahang to adopt a hub and spoke concept. Five different elements of demographic, accessibility, attractions, accommodation, and also ancillary services with regards to types of tourist activity, environment and other conditions. To accomplish these objectives, recent studies done by other groups on similar area were collected and analysed as well as secondary data sources. The final stage is when the group went through a series of visit to all ten places. Method of the study including; questionnaires, interviews, and observations. Questionnaires have been distributed based on simple random sampling. Quantitative from the study are available in the appendix