

NECESSITY OF MAPS IN THE TOURISM INDUSTRY.

A CLOSE LOOK AT TAMAN NEGARA PAHANG

DARUL - MAKMUR

by

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## ABSTRACT

One of the basic needs that must be given emphasis in the tourism industry is maps. Maps provide information about places of interest to visit, attractions and amenities available in a given area needed by the tourists.

Taman Negara Pahang Darul-makmur is one such area that requires a well-designed map. The test map of Taman Negara was compiled based on the existing Taman Negara map and a topographic map. In an attempt to fulfill the lack of tourist maps, a market research was carried out in the form of collecting statistical data on the tourists coming into Taman Negara from 31st. July, 1987 to 1st. August, 1987. Written questionnaire was also carried out which include question about size, colours, contents and symbols used in order to aid on the design of the proposed new map.

Production process of Taman Negara map was carried out at the Jabatan Ukur dan Pemetaan, Kuala Lumpur. The map produced was simple in design, informative and more attractive.

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CHAPTER ONE :

INTRODUCTION

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Although Malaysia have for long received tourists, it has no well-developed domestic tourism industry. The government is planning to develop the industry and provision was made in the Malaysian five-year plan( 1986 - 1990 ) for investment in tourism. The plan include the development and improvement of scenic areas, highway construction and improvement, investment in hotels, and national as well as international promotion of Malaysia as a desirable tourist destination.

Tourism in its various form is a map-related activity. Support of the tourism industry in the provision of maps designed for the specific needs of the industry is greatly needed. Many of the scenic areas and other places of tourists interest are without maps or guide. Even the existing maps available for the tourism industry have been found inadequate, poorly-designed and not aesthetic.

One such area that requires a well-designed map is Taman Negara Pahang Darul-makmur. Taman Negara comprises of