



**THE STUDY OF:
PUBLIC PERCEPTION
TOWARD DOMESTIC TOURISM PROMOTION IN
SARAWAK**

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CHAPTER 1: INTRODUCTION

1.1 Introduction

This chapter serves as an overview of the research on the selected topic. It will discuss the nature and scope of the marketing research. This chapter provides the background, objective of the study, scope of the study, problem statement, and research question, significance of the study, limitation and definition of terms.

1.2 Background Of The Study

Tourism industry in Malaysia has been traditionally concentrated and promoted towards international markets since its infancy stage in 1960s. Until today, the tourism sector has grown tremendously and has been ranked the second largest foreign income earners behind manufacturing in 2000 and its subsequent years (Tourism Malaysia, 2003). Despite the importance of alluring more and more international travelers to visit Malaysia, the domestic front cannot be overlooked for their vast benefits and numerous untapped potentials. After a string of crises that affect international arrivals on recent years, the domestic tourism industry in Malaysia started to be given priority by the Malaysian government. Continuous promotions and festivities have been carried out throughout the country all year round to spur domestic spending and holidaying. Malaysia has some of the most attractive holiday destinations in the world. Local and foreign tourists alike have contributed significantly to the development of tourism as a major contributor to the nation's economy.

Sarawak tourism industry is booming because of the ever-increasing number of tourists considering it to be an ideal holiday destination. In Sarawak a tourist will surely be bestowed with great hospitality of the friendly natives meaning that Sarawak has its numerous culture, adventure and nature attractions. The tourism development was largely guided by the first Tourism Master Plan which was commissioned in 1978 by the

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

This chapter will explain the literature review that was used as the basis on conducting the study. It discusses the following topics of domestic tourism, government policy, marketing and promotion in travel and tourism.

2.2 Domestic Tourism

The term domestic tourism refers to people taking holidays within their own country. Holidays include visiting friends and family (VFR), business trips or a weekend away somewhere away from where you live and work (Wikianswer, 2009; United Nation, 1994).

United Nations (1994) defined the term "domestic" used in the tourism context differs from its use in the national accounts context. "Domestic", in the tourism context, retains its original marketing connotations, that is, it refers to residents traveling within their own country. In the national account context it refers to the activities and expenditure of both residents and non-residents traveling within the reference country, that is, both domestic tourism and inbounds tourism.

A classification of main purpose of visit (or trip) by major groups is recommended below. It elaborates on the classification proposed by the United Nations in 1979 in its *Provisional Guidelines on Statistics of International Tourism*. This classification, which can be used for international and domestic tourism, is designed to measure the key segments of tourism demand for planning, marketing and promotion purposes. Classification of purpose of visit (or trip) by major groups for inbound, outbound and domestic tourism are:

1. Leisure, recreation and holidays

CHAPTER 3: METHODOLOGY

3.1 Introduction

This chapter discusses the research methodology and design used in carrying out the research. It will cover on the topic such as research design, data collection method, survey instrument, sampling process and procedure for data analysis

3.2 Research Design

Research design is the framework for conducting the study. The research is primarily design to obtain information in order to construct and come out with suggestion and recommendation as from the research. This present study was exploratory in nature, as a mean to provide insights and understanding to the problem being studies (Malhotra, 2004). Various methods will be used to conduct the research in order to get information from the public such as local tourist, customer, visitors and public as a whole.

3.2.1 Research Framework

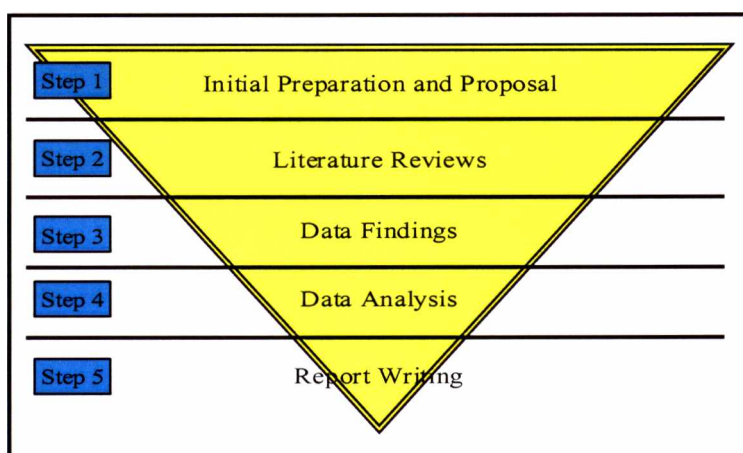


Table 3.1: Research framework process.