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**RESEARCH TOPIC:**

**PROBLEMS FACING BY SARAWAK TOURISM INDUSTRY**

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# CONTENT

	<b>Page</b>
ACKNOWLEDGEMENT	I
DECLARATION LETTER	II
LIST OF FIGURES	III-IV
ABSTRACT	V
<b>CHAPTER 1: INTRODUCTION</b>	
1.1    DEFINITION	1
1.2    BACKGROUND	2
1.3    STATEMENT OF PROBLEMS	4
1.4    RESEARCH OBJECTIVE	5
1.5    SIGNIFICANCE OF STUDY	5
1.6    HYPOTHESIS	6
1.7    LIMITATION OF STUDY	7
1.8    PROPOSED FINDINGS	8
1.9    CHAPTER OUTLINE	9
<b>CHAPTER 2: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK</b>	
2.1    LITERATURE REVIEW	11
2.1.1    BACKGROUND OF THE STUDY	11
2.1.2    TOURISM INDUSTRY IN MALAYSIA	12
2.2    CONCEPTUAL FRAMEWORK	16
2.2.1    SCHEMATIC DIAGRAM FOR THEORETICAL FRAMEWORK	16

## **ABSTRACT**

Every year, many tourists come to Sarawak for their own reason. It is found that the main problem faced by the tourist when they came to visit Sarawak is mainly the problem related to basic infrastructure such as public amenities and transportation. This problem possibly can contribute to unwillingness of the tourist to come to visit Sarawak. Instead, problem such as public transportation in Sarawak had been a question not only by tourists, but also local people, since long time ago. This study aims to find out what are the main problems which are facing by Sarawak tourism industry. Observers suggest that it is important to the respective party to overcome those entire basic problems, to ensure the growth of Sarawak tourism industry which will benefit the people of Sarawak in terms of socio-economic.

## CHAPTER 1

### INTRODUCTION

#### 1.1 Definition

According to the World Tourism Organization, tourism is defined as "the activities of person traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purpose not related to the exercise of an activity remunerated from within the place visited". (The World Tourism Organization, 1995). Tourism can contribute a large amount of money to countries who's considered tourism as one of their largest contribution in economy such as Bali (Indonesia), most countries in Europe and etc. And for Malaysia itself, tourism industry has become one of the largest contributions to our economy followed by agriculture and other sector such as automobile, technology and so on.

UN (1994) through their recommendations on Tourism Statistics, have classified tourism into three (3). Firstly, domestic tourism in which it involves the people of the country that travel only inside their country. For example, people of Sarawak travel to peninsular Malaysia, this can be call as domestic tourism because of the activity occurs within the same area. Secondly, inbound tourism that involving other people that travel to other countries. For example, tourist from Europe comes to Malaysia will make the activity be classified as inbound tourism. Lastly is outbound tourism. Outbound tourism involving the people of such country that travels to other countries (overseas). For example, the people of Malaysia travel to overseas whether for business, study and other related or non-related purpose.

## **CHAPTER 2**

### **LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK**

#### **2.1 Literature Review**

##### **2.1.1 Background of the Study**

In Sarawak, the tourism industry considered a major revenue earner. And there is, there is other spin-off revenue for the state from this industry. One of the main goals of the Sarawak government is to increase foreign investment in all types of industry. In order to achieve this goal, the state's tourism industry can be used as an effective promotional tool for the state. As tourism and investment increase, more people are employed in the service sectors. At the same time, more business are started in order to provide for the additional services required by the visitors such as the hotels, restaurants and tour services.

The tourism industry in Sarawak is experiencing rapid growth since the last few years, resulting from the year by year increasing arrival of visitor to Sarawak. In fact, the tourism industry has also become a major sector in contributing revenue to Sarawak state and at the same time creating more job opportunities for Sarawak people.

In order to move forward, the Sarawak tourism industry should also pay strong attention to certain limiting factors to its growth. These include the lack of foreign speaking guidelines and limited direct access to Sarawak from potential sources market.