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*Perpustakaan
Kampus Kota Bharu*



A STUDY ON TOURISM CHALLENGES AT TASIK KENYIR

TAUFIQ BIN A RAHMAN

2006152891

BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA BHARU CAMPUS

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TABLE OF CONTENT

CONTENT	PAGE
ACKNOWLEDGEMENT	i
DECLARATION OF ORIGINAL WORK	ii
TABLE OF CONTENTS	iii
LIST OF TABLE	v
LIST OF FIGURE	v
ABSTRACT	vi
CHAPTER ONE: INTRODUCTION	
1.1: Background of Study	1
1.2: Problem Statement	2
1.3: Research Objective	3
1.4: Theoretical Framework	4
1.5: Significant of Study	5
1.7: Definition of Term	6
1.8: Limitation of Study	7
1.9: Scope and Coverage	8
CHAPTER TWO: LITERATURE REVIEW	
2.1: Overview of Tourism Challenges	9
2.2: Overview of Tourism Product	10
2.3: Overview of Promotion	11

2.4: Overview of Infrastructure	13
2.5: Overview of E-Commerce	14
2.6: Conclusion	15

CHAPTER THREE: RESEARCH METHODOLOGY

3.1: Research Design	16
3.2: Data Collection Method	16
3.3: Sampling method	19
3.4: Data Analysis	20

CHAPTER 4: FINDING AND DATA ANALYSIS

4.1: Overall Analysis of Question	23
4.2: Reliability	28
4.3: Frequency Distribution Analysis	30
4.4: Cross Tabulation Analysis	33
4.5: Mean Analysis	37

CHAPTER 5: CONCLUSION AND RECOMMENDATION

5.1: Conclusion	40
5.3: Recommendation	42

BIBLIOGRAPHY

APPENDICES

CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

In this chapter, it discusses the background of study, by providing a general idea about the scope of the study. This chapter also identified research problem and clearly defined the objectives of the study. The importance of the study and the limitation of study are also address in this chapter.

1.2 BACKGROUND OF STUDY

Tourism is the act of travel for predominantly recreational or leisure purposes, and refers to the provision of services in support of this act. Tasik Kenyir is located in the interior of Terengganu and spanning over 209, 199 hectares. It is the largest man-made lake in South East Asia. Sharing its border with Kelantan in the west and Pahang in the south, this immense lake also serve as another gateway to Taman Negara.

Tourist that visit Tasik Kenyir can enjoy their vacation with plenty of activities such as fishing, camping, jungle trekking, or other activities. Tasik Kenyir is rich with a lot of species of fishes, many places of interest and with comfortable accommodation at reasonable price. There are eight resorts available at Tasik Kenyir and one rest house. For the place of interest, Tasik Kenyir have several waterfall, hill region, National Park, herbs park, fish farm, caves and the hydroelectric dam.

Effective strategy is very important in order to raise the tourist inflow to Tasik Kenyir and making sure that Tasik Kenyir able to compete with other tourism destination. These strategies, hopefully, can transform Tasik Kenyir into a famous tourist destination, not only in Terengganu, Malaysia and also all over the world.

Thus, this study seems to be important in assisting Tasik Kenyir to develop its full potential as the popular tourist destination in Malaysia. In addition, identifying the tourism challenges at Tasik Kenyir is helpful to the management to overcome each of the challenges effectively, while transforming the challenges into opportunities.

1.2 PROBLEM STATEMENT

Every year, Federal Government spend lots of money in aggressive promotion, in order to attract more foreigner and local to Visit Malaysia and to attract tourist to spend their time at interesting place in Malaysia.

According to the verbal communication with the Tourist officer Terengganu, Mr Sheriffudin Md Daud, said that is lack of promotion such as advertising in order to attract more tourists to visit Terengganu. Terengganu Tourism has eight sub tourism sectors such as Eco- tourism, Agro –tourism, Cultural-tourism, Edu- Tourism, Histro- Tourism, Sport-tourism, health-tourism and home stay to attract tourist visit Terengganu. Many tourists are not aware about eight sub-tourism sector that provided by the state government.