

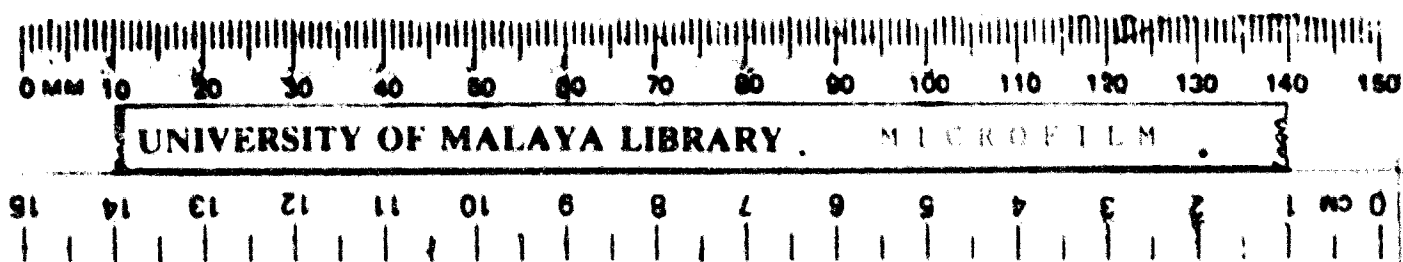


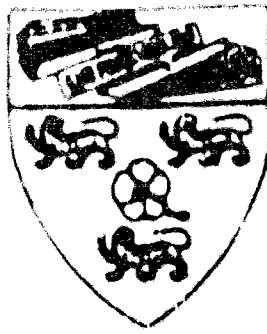
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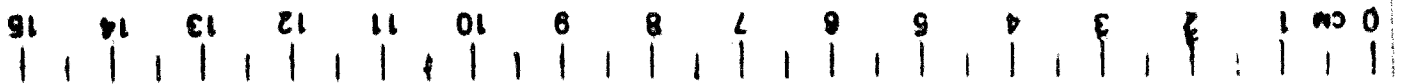




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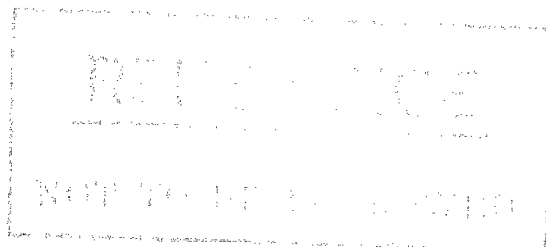


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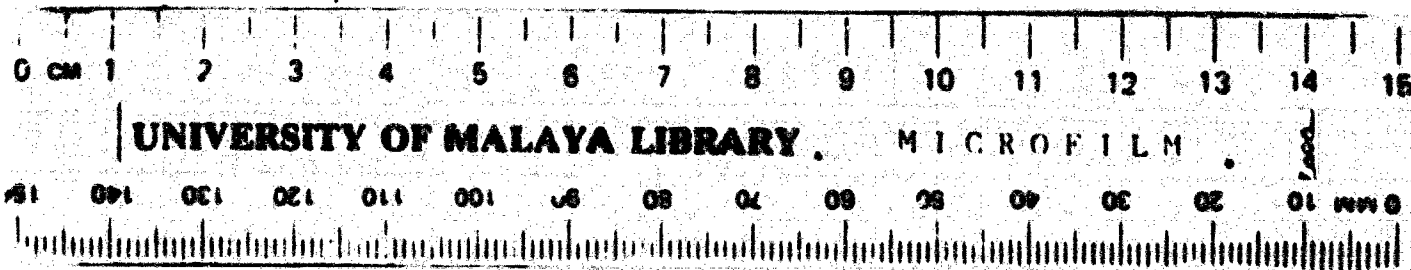
PROMOTION OF TOURISM IN MALAYSIA

by

Sim Ah Ba

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A Graduation Exercise presented to
the University of Malaya in
part fulfilment towards the
Degree of Bachelor of Arts
with Honours in Economics

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CHAPTER I

INTRODUCTION

Objectives of Study

Tourism is a new industry, and is gaining increasing importance and attention, and basing on present trend is capable of tremendous development, particularly in this part of the world. Tourism is a very competitive industry, and many countries, realising its importance and potential, have undertaken great efforts in promoting its growth and development. This study sought to ascertain efforts in this direction in Malaya.

Pertinent questions like what and how are the means and tools of tourist promotion used? The effectiveness and success of various promotion campaigns? The role of the government, tourist organizations and private sector in promotion, and related questions formed the main basis of this study.

Misconceptions and lack of understanding of tourism and tourist promotion, and the consequent lack of attention and emphasis in this field are evident among government and trade circles. There is thus the need to promote their proper understanding and it is hoped that this study can contribute, in its small way, to a better idea of the subject.

Scope of Study

This study deals with the various aspects of tourist promotion in the states of Malaya - the former Federation of Malaya and does not include the other territories of the newly formed Federation of Malaysia, namely Singapore, Sarawak, and Sabah. Sometimes it may be imperative and better to refer to the whole nation, and for this purpose, the recommendations and certain other analysis are made for the whole of Malaysia.

The lack of information and data on promotion by the private sector on the one hand, and the importance of government efforts on the other, make it necessary to put much emphasis on the government sector. However the role of the private sector is also examined.

Research Methodology

The research methodology consisted mainly of interviews, and examination and analysis of primary (files, memoranda) and secondary (publications, pamphlets) data. Field work was conducted at the beginning of the year, and the following work undertaken:-

- (1) Research and gathering of primary data from the Department of Tourism, Ministry of Commerce and Industry, at Kuala Lumpur. Interviews and discussions were held with the Director of Tourism, and other officers of the department.
- (2) Information and data were obtained from other government departments having connection with tourism, particularly the Statistics and Information Departments, and most state governments.
- (3) Tourist Associations (8 in Malaysia) and other organizations interested in tourism were visited or sought information from.
- (4) A cross-section of the travel business (consisting of over 16 travel agents, tour operators, hoteliers, carriers and related companies) in Kuala Lumpur and Penang were interviewed with questionnaire prepared by the writer.
- (5) Detail information and data regarding tourism and tourist promotion were solicited and obtained from overseas countries like Hong Kong, Japan, and Thailand. Pacific Area Travel Association was also approached for detail research data.

In addition to these, published literature, both local and overseas, and other secondary data were consulted.

From these research bases was founded the analysis and study of this subject.

Limitations of Study

A serious and fundamental limitation is the lack of reliable data and statistics, both published and unpublished. In fact no proper records existed or were kept for many of the facets of tourist activities, not to speak of its collation, compilation, and presentation for general and specific consumption. This limitation is apparent throughout the analysis, and is attributable to the embryonic nature of the subject, which has just gained some measure of recognition only.

The unwillingness of private enterprises to divulge information and data on various aspects of their activities, tourist promotion, and budgetary measures which they held to be confidential poses another limitation, resulting in the general nature of the study of the private sector.

Other limitations are also evident in the course of the study; and this work must be read in the light of all these limitations in order that a more accurate picture can be grasped.

CHAPTER II

THE TOURIST INDUSTRY OF MALAYA

General

Malaya - and Malaysia - is a new name in travel. Well situated in South-east Asia, it has a lot to offer to tourists. Malaya's main attraction lies in its people - for it is a multi-racial population with Malays, Chinese, and Indians forming the largest group. Their diverse cultures, modes of traditional dress, festivals, foods, ways of worship, crafts, drama and music, homes and customs, and whole way of life are un-self-consciously on display. Then there is the diversity of scenery - lush tropical greenery and vivid flowers, cool hill resorts and marvelous beaches, plantations and tin mines, idyllic villages and planned modern towns. Other interests and attractions abound for the discriminating tourists with special interests; they range from free port shopping in Penang to gourmets delight in Kuala Lumpur, and from safari tours in the National Park to historical remains in Malacca.

In short Malaya has a lot to offer to the tourists.

Size

The Malayan tourist industry is still in its 'embryonic' stage. Little reliable or comprehensive statistics have been gathered by the government or statistics department. An attempt is now being made to collect and compile more meaningful data based on well-defined basis and categories. Existing statistics are meagre and not very reliable. Figures may not be directly comparable, as for example the data for 1958 and 1959 were compiled on a slightly different basis from that of later years. Data only existed for visitors to Malaya by sea and air, and are not entirely reliable as they include visitors for employment, Malaysians returning from abroad, and some others not actually designated as tourists. No statistics for arrivals by road and railway from Thailand and Singapore are available.

TABLE I**TOURISTS TO MALAYA BY SEX - 1961-1963
(AIR AND SEA)**

Year	Male		Female		Total	
	Number	Percentage	Number	Percentage	Number	Percentage
1961	14815	62.5	8895	37.5	23708	100
1962	15565	62.2	9463	37.8	25028	100
1963	20131	63.3	11646	36.7	31777	100

Source: Department of Statistics, K.L.

Table I indicates the number of tourists to Malaya by air and sea. The 31,777 people visiting Malaya in 1963 does not include those arriving by land. If visitors arriving by road and railway are included it is estimated that the number of tourists will be around 42,000 persons in 1963, 37,000 in 1962 and 34,000 in 1961. The industry has displayed uneven but impressive rate of growth for the past few years. The 1963 figure was a 23% increase over the previous year. The Pacific Area Travel Association (PATA) reported a decline, (the only decline for the Far East) of tourists to Malaysia in 1964.

¹These figures are estimated by adding to the Air and Sea statistics 5% of total entries by road and rail from Thailand which numbered 222,494 in 1963, 250,945 in 1962, and 243,063 in 1961. (Source: Department of Statistics, K.L.). No figures are available for entries from Singapore.

But it is not sure whether the decline refer to Singapore, Malaya, or the whole country because the report only quoted that the 90,000 tourists to Singapore represented a 19% reduction from 1963.²

Tourists to Malaya consisted mainly of males, who accounted for over 60% of the tourists. There were half as many female tourists (see Table I). Most of the tourists are middle-aged with more than half of them coming from the ages of 30 to 60 years. While the ages of male tourists vary from 20 to 60 years, the female component display a smaller divergence of 20 to 40 years.

The main markets for tourism in Malaya are the United States and the United Kingdom. Twenty three per cent and 22% of the tourists came from the United States and United Kingdom respectively in 1963 (see Table 2. Figures for earlier years are not comparable and differently classified). These 2 countries contributed about 45% of the market and therefore are Malaya's chief targets of promotion. India and Pakistan ranked next in number of tourists, but these markets are not important because of their low per capita income, and relatively small contribution to Malayan tourist receipts (Table 3). Other important sources of tourists are Australia and New Zealand (7%), Indonesia (6%), Japan (5%) and Thailand (4%). Indonesia is no more important now because of 'confrontation' and the breaking of relationship between Indonesia and Malaysia.

Tourists came to Malaya for different reasons. The majority of them were for holiday and recreation. The majority of this type of tourist came from the United States (32%) and the United Kingdom (14%). About a quarter of tourists coming for business and professional purposes were from the United Kingdom, and for the past few years this category of tourism (commercial tourism) has shown a rapid rise. Increasing number of tourists are coming from Japan (17%) and the United States (16%) for these purposes. About 15% of visitors to Malaya were transit tours, and this presents an opportunity to increase tourist business by inducing this substantial proportion of tourists to stay for larger periods in Malaya.

² Pacific Travel News February 1965. p. 42.
Also in Asia Magazine, April 4. 1965. p. 3.

TABLE 2

ARRIVAL OF TOURISTS INTO MALAYA BY CITIZENSHIP AND PURPOSE OF VISIT 1963
(AIR AND SEA)

Citizenship	Business and Professional		Tourists		Transit Pass		Others		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
United Kingdom	619	24.9	2653	14.1	1048	21.3	2768	50.1	7098	22.3
United Kingdom Colonies	98	3.5	850	4.4	194	3.9	133	2.4	1275	4.0
Australia & New Zealand	166	6.7	1053	5.6	372	7.6	657	11.9	2248	7.1
Canada	26	1.2	288	1.6	68	1.3	20	0.4	402	1.2
India & Pakistan	137	4.9	1832	9.7	747	15.2	1469	26.6	4185	13.1
Thailand	66	2.8	919	4.9	63	1.3	17	0.4	1065	3.8
Indonesia	81	3.4	1353	7.2	240	4.9	23	0.5	1697	5.3
Japan	417	16.8	1031	5.5	223	4.5	8	0.2	1679	5.2
U.S.A.	395	15.9	5969	31.7	833	16.9	184	3.2	7381	23.2
Others	427	19.9	2871	15.3	1142	23.1	237	4.2	4747	14.8
Total	2502	100	18819	100	4930	100	5526	100	31777	100

Source: Department of Statistics, K.L.

There is no well defined pattern of arrival of tourists during the year; but more tourists seem to arrive during the second half of the year, particularly from August to November. Other periods of the year seem to have constant number of tourists, with a small increase during March and April. Such a pattern render difficulties in the effective scheduling of promotional programmes.

Table 3 shows that there has been a steady increase in Tourist receipts and revenue, which reached a peak of \$14.1 millions in 1964 from a small sum of \$3.0 millions in 1959, a rise of over 4 times in 6 years. The United Kingdom and United States are the major contributors to this revenue, with more than half of the receipts from the former, and about a third from the latter in 1964. In addition their increasing importance are evident by their significant increases in their contribution, rendering these 2 countries as Malaya's main markets and sources of development of the tourist industry. Other significant sources of tourist income are Australia (4%), Hong Kong (0.8%), Japan (2.5%), and West Germany (1.8%), which are showing trend for good immediate development.

Discussion with people concerned with the tourist trade in Kuala Lumpur and Penang indicated that the average tourist spend about \$100 to \$140 a day, and that he stays on the average of 2 to 3 days in Malaya.

Structure

Most of the visitors come to Malaya by air, via Singapore or direct to Kuala Lumpur. A large proportion come overland by car or train from Singapore. Penang receive most of the business from tourists who arrive by ship, but this market appears to be a static one. Tourists also come overland from Thailand by train, car and buses. There are direct air flight between Kuala Lumpur and Bangkok, but the bulk of the travel is between Bangkok and Singapore, and a substantial number of travellers apparently double back to Kuala Lumpur from Singapore.

TABLE 3

TOURIST RECEIPTS BY REGION, 1959-1964
(IN THOUSAND OF M\$.)

Region	1959	1960	1961	1962	1963	1964
United Kingdom	-	-	3493	4728	4823	7562
Hong Kong	-	-	78	50	79	97
Australia	-	-	399	293	665	557
India/Pakistan	-	-	17	57	13	96
Other Sterling Area	-	-	48	37	45	46
U.S.A.	-	-	2548	3482	3998	4834
Other Dollar Area	-	-	182	42	31	56
W. Germany	-	-	11	28	28	151
Other Europe	-	-	25	31	40	44
Japan	-	-	309	263	303	350
Other Asian Co.	-	-	328	151	146	209
All Other n.e.s.	-	-	168	263	79	75
Total	3000	5500	7607	9425	10250	14078

n.e.s. = not elsewhere specified.

Source: Department of Tourism, Ministry
of Commerce and Industry, K.L.

The siphoning of this travel between Singapore and Bangkok (and Bangkok and Hong Kong) presents an immediate opportunity for increasing the Malayan tourist business.³

Malaya's position in relation to international routes is not so favourable, though its immediate opportunity is to tap these routes; but its position in internal routes and transportation is excellent and adequate. Malaysian Airways connect all major towns in Malaya. Malaysian Railway operate a main line service complete with air-conditioned first class cars and sleepers between Singapore, Kuala Lumpur and Penang (and northward to Bangkok). Another line runs across the country from Gemas to the East Coast and Kota Bahru. The 7,200 miles of road network,⁴ connecting all centres in the country, is excellent and perhaps the finest in Asia; and there are frequent bus and taxi services across the peninsula. Yet improvements are being made. Malaysian Airways is extending its services, and the new International Airport at Kuala Lumpur, an ultramodern one with good facilities and capable of taking the largest jet liner, will be ready soon (August 1965). Malaysian Railway recently launched a \$65 million modernization plan to make rail travel more comfortable, faster and safer.⁵ Six new deep-water wharves are being constructed at Butterworth. Other projects are also being undertaken in the Development plan.

³H.G. Clement: 'The Future of Tourism in the Pacific and Far East'. A report prepared by Checchi and Company under contract with U.S. Department of Commerce and co-sponsored by the Pacific Area Travel Association. (Washington 25 DC. 1961), hereafter referred to as the Checchi Report pp. 117-118.

⁴Malaysia Official Year Book 1963 p. 207.

⁵Memoranda and Notes on Tourism: Report on Malaysia. Tourist Promotion Officer, Department of Tourism, K.L.

The Malayan hotel picture is good for the most part, and is adequate for international tourists. The 953 first class hotel rooms⁶ is enough to accommodate the estimated 42,000 tourists each for 8 to 9 days, but the average tourist stays only for 2 to 3 days. Hence hotel accommodation is not a major problem for the time being. Kuala Lumpur's 397 good rooms (Merlin, Federal and Malaysia hotels) are adequate but more accommodation is required for the near future.

Table 4 shows the principal hotels and their facilities in the tourist centres of Malaya in 1964. The 49 hotels provide an accommodation of 1692 rooms, of which 794 are air-conditioned. There are 1020 double rooms and 407 single rooms with baths attached; and 156 double rooms and 53 single rooms without baths. All these reflect the amicable state of hotel accommodation particularly in the principal tourist centres. Outside these centres, hotels diminish in size and elegance, but in the usually frequented tourist resorts, accommodation are still comfortable. In remote areas, rest houses and bungalows may be found, and the 102 government rest houses and bungalows with 441 rooms cater mainly for travelling government officials and local tourists.⁷

More hotel facilities are being built, particularly in the main tourist centres and the East Coast where private enterprise is reluctant. The government is undertaking 2 such projects in the East Coast in the 5-year plan: a motel at Kuala Trengganu and Rantau Abang. The private sector is expanding its hotel facilities, and large hotels, like Merlin and Federal Hotels in Kuala Lumpur are making elaborate plans for expansion.

⁶ Ibid. Figure is for 1963.

⁷ Malaysia Visitor Guide Hotel and Rest House Directory 1964., Department of Tourism, K.L.

TABLE 4

**ACCOMMODATION FACILITIES IN PRINCIPAL HOTELS
IN TOURIST CENTRES OF MALAYA 1964**

Place	No. of Hotel	Double Room		Single Room		Special Facilities	Total
		With Bath	Without Bath	With Bath	Without Bath		
Kuala Lumpur	8	342 (288)	50	186 (56)	6	Pent House - 28 VIP Suite 28 Semi-Suite	640 (400)
Penang	9	272 (208)	3	130 (28)	10	-	415 (236)
Ipoh	5	134 (73)	-	41 (21)	-	-	175 (94)
Pangkor Islands	1	8	-	-	-	-	8
Malacca	5	60 (31)	24	9 (5)	7	-	100 (36)
Seremban	1	10 (3)	2	6	-	-	9 (6)
Port Dickson	3	38	5	-	-	-	43
Kuantan	3	22 (3)	20	-	-	-	42 (3)
Cameron Highlands	7	100	9	7	3	-	119
Fraser's Hill	1	-	5	3	-	-	8
Kota Bahru	2	11 (3)	13	-	4	-	28 (3)
Kuala Trengganu	2	2	9	-	7	-	18
Johore Bahru	2	30 (14)	16	25 (5)	16	-	87 (19)
Total	49	1020 (623)	156	407 (115)	53	(56)	1692 (794)

N.B: () Bracket refer to air-conditioned rooms.

Source: Magnificent Malaysia: Travel Agent Manual 1964.

The travel or visitors' plant (an inclusive term referring to hotels, restaurants, buses, taxis, hire-car services, entertainment and other forms of amenities required by tourists) is efficient and fast expanding to meet the needs of tourists. Private enterprises are taking advantage of the expanding plant, and have participated in its development. There is now an increasing realization, both on the part of the government and the private sector, to promote, improve, and develop the tourist plant, upon which the tourist industry is founded, and upon whose facilities and growth, the prosperity of tourism is induced.

Economic Significance

Tourism generate revenue and contribute to the national income. Its direct significance comes from the foreign exchange earned for the country. Table 3 (p. 9) showed the receipts earned by the tourist industry for the past years. These foreign exchange earnings have in their small way helped to alleviate the Balance of Payment difficulties, which suffered deficits of \$16 million in 1963 and \$153 million in 1964.⁸ Its contribution has been evident in bringing down the persistent deficit on 'services and transfers' in the Balance of Payments.

The expenditure of tourists has a multiplier effect which generates further business activities to some multiple figure of the initial spendings of tourists. The national income is increased to the extent the tourist receipts are spent in subsequent consumption and production within the country. The multiplier effect therefore explains the subsequent business activities generated by tourist expenditure and its final contribution to national income. The Checchi Report estimated a multiplier effect of tourist expenditure of 3.2 for Malaya.⁹ Hence in 1964 the tourist receipts (\$14,078,000)

⁸Bank Negara Tanah Melayu: Statements of Accounts and Report 1964. p. 25.

⁹The Checchi Report pp. 18-28.

'turnover' 3.2 times and contributed \$44,096,000 to the national income. In per capita terms, the contribution will be about \$5.00 per head.

This increase in national income will increase government taxes and revenue from the additional business activities and income. The multiplier effects will have its dynamic effects on the economy, and create additional jobs and increase wages for those connected with the subsequent activities generated by tourist spendings. Tourism has contributed its part and is capable of greater contribution in helping to solve the increasing unemployment problem in the country.

Though its contribution is modest at present, tourism presents a 'healthy' direction for Malaya in its diversification and development. Being heavily dependent on the rubber and tin industry, which are extremely vulnerable to external price fluctuations, the economy can develop the tourist industry demanding relatively little capital commitments as another basis for diversification and economic well-being. But such a development because of existing circumstances will be of a long term nature, but once the proper steps are taken, the rest will follow easily.

In addition to these economic importance, tourism has valuable non-economic significance. Travel involve exchange relationships between visitors and visited; and a boon to travel is a boon in the exchange of ideas, outlook, appreciation of different cultures, and understanding of human kinship. It is in fact a boon for international understanding and co-operations - elements often lacking in international relationship.

Problems and Future

The tourist industry has potentialities and is a good income earner. But its importance was only recently realised - rather inadequately - by the government, and certain positive measures have been undertaken to promote its growth and remedy its shortcomings.

One of the industry's major problem is Malaya's setting in international routes, from which, ironically, the industry expects its main opportunity to develop.¹⁰ The major air and tourist routes are found to the north of Malaya, transpassing South-east Asia through Bangkok, with Singapore as an international link to the South Pacific. It is from this geographical position that Malaya expects its main and immediate opportunity to develop its tourist industry by assisting and tapping the travel between Bangkok (Hong Kong) and Singapore. But this suffer from the fact that the volume of travel going south from Bangkok to Singapore and to Indonesia is comparatively limited. Of the 109,720 visitors to Singapore in 1963, less than 22,000 of them embarked from Bangkok,¹¹ and still less goes on to Indonesia. This figure is significantly small when considering the fact that 190,400 visitors visited Bangkok that year.¹² If this downflow of tourist can be increased, the Malayan tourist industry will be given a real boost.

Another problem is the prevailing political instability in South-east Asia and the question of Indonesian confrontation and armed hostilities against this country. Political turmoil particularly as sensationalised in the press to readers, is a bligh and deterrent to tourism in this region. Indonesian confrontation has varied effects on the Malayan tourist industry. The precarious Indonesian-Malaysian relationships and the risk of war have adverse effects on the tourist industry. Maybe the decline in tourist to Malaysia reported by PATA (in 1964) may be partly attributed to this. On the other hand the tremendous amount of publicity, though distorted at times, given by the international press on Malaysia and Indonesian confrontation, has made Malaysia known to the world - and saved the Department of Tourism money and efforts in this direction. It is also reported, both by

¹⁰ Ibid. pp. 117-118.

¹¹ Monthly Digest of Statistics - Chief Statistician Singapore Volume III No. 10. November 1964 p. 92.

¹² Pacific Travel News. February 1965 p. 42.

the government and the private sector, that confrontation and allied anti-American feelings in Indonesia have diverted tourists from Bali to Malaysia. But there is no available statistical data to prove this. Infrastructural deficiency of the tourist plant presents another problem. Though facilities on the whole are adequate, there is a need for more and better facilities in the proper places. Hotel accommodations are sufficient in Kuala Lumpur and Penang, but Malacca and the East Coast, both important tourist centres, are desperately in need of first class hotel facilities. The picture of other amenities is not so bright. The need for better local transportation facilities, medical facilities, more amenities to aid tourists in sight-seeing and catering facilities are genuine problems and immediate needs. Hence the importance of proper and co-ordinated development and promotion programmes, undertaken by either the government or private sector.

Being a new industry, tourism suffers from a lack of reputation abroad, and acceptance at home. The lack of a 'built-in' reputation and the reluctance of tourists to come here is a problem of the industry in general and of tourist promotion in particular.

Within the country the attitude towards tourism has not been very favourable. Though the government has declared its 'thorough going drive' to promote tourism and has adopted concrete measures towards this end, there is still widespread misconception and lack of intimate knowledge and acceptance of tourism among high government circles. This has resulted in the inadequacy of budget allocation and the lack of interest in the tourist industry. Interest and attachment from the private sector and general public have not been encouraging either. General lack of understanding of the true nature of tourism prevail among the general public.

All these point to the need for more tourist promotion and also development. And such programmes will have to be based on an efficient research and statistical base - another deficiency of the industry, rather government - in order to be effective.

In spite of its many problems, the future for tourism in Malaya is bright. The Pacific and Far East is a fast growing attraction in international travel, and

tourist inflow to this region shoots up 15% every year.¹³ The PATA efforts to divert tourism from the Atlantic to Pacific is laudable and successful. And Malaya can hope to join in this rising tide and increase its pace of growth. But this requires greater and more efficient promotion and development, based on sound planning and executed by competent people. Steps to this end have been taken, and a Working Party on tourism, consisting of representatives from the private sector and government is now working to include tourism in the First Malaysian Plan, to put it on a proper economic basis, and to chart the right path for the growth of the tourist industry.

¹³Ibid.

CHAPTER III

TOURIST PROMOTION

Tourism

'Tourism in the modern sense of the word is a phenomenon of modern times, based on the increased need for recuperation and of change of air, the awakened and cultivated appreciation of scenic beauty, the pleasure in, and the enjoyment of Nature, and is in particular brought about by the increased mingling of various nations and the classes of human society, as a result of the development of commerce, industry and trade, and the perfection of the means of transport'.¹ This phenomenon has two fundamental and qualifying characteristics, that is, the travellers temporarily leaves their permanent abode and reside for a time (up to a period of a year) in another country or place with the intention of returning to their original home; and that the money they spend abroad is money derived from home, and not money earned in places visited. In another way, tourism may be thought of as comprising all the contacts, effects, phenomena, material and immaterial relationships arising from this temporary residence of tourists abroad as consumers.² The economic processes of these relationships, like the increase in revenue due to tourist

¹International Union of Official Travel Organization's (IUOTO) Courses on Tourism Studies, Chapter I, Fundamental of Tourism by Dr. P. Bernecker, Travel Research Institute, University of Commerce, Vienna; and was adopted by the Tourist Promotion Officer in a lecture on tourism to the Kuala Lumpur Tourist Association's Tourist Guide Training Course (1964).

²Many have defined tourism as such relationships and effects, for example Hermann Von Schullern Zu Schrattenhofen in Year Book of National Economy and Statistics (1910), and Hunsiker and Krapf in 'General Theory of Tourism' (1942).

consumption of goods and services and Balance of Payments effects have gained most attention, but the social, cultural and personal interrelationships are just as important.

The urge for a temporary change of atmosphere and place has varied motivations, and they may be categorized according to the type of tourism they give rise to:-

- (i) Re recuperational Tourism for a change of place, physical and mental relaxation and for health purposes.
- (ii) Cultural Tourism to widen one's personal horizon, educational and cultural.
- (iii) Sociological Tourism for honeymoon, visit to friends, or for reasons of social prestige.
- (iv) Sports Tourism.
- (v) Commercial or industrial tourism to fairs, exhibitions, industrial plants and enterprises and for business.
- (vi) Political Tourism for political events and exchange.

Tourist Promotion: Basis and Nature

Successful promotion of tourism requires a clear understanding of the psychological prerequisites which lead to the desire to travel. Though no elucide theory on this existed, it is possible to trace these psychological motivations to the list above. In consequence to these motivations and the formation of the desire to carry out the journey, the idea and conception of the tourist centre and facilities plays decisive role. These ideas arise by reason of pictures, reports and accounts from the impressions made by the many media of promotion.

In all promotion, either the already existing conception of the place or country should be taken into consideration and developed, or else the formation of a definite image should be skillfully introduced. Such creation of image and desire will induce travel to the promoting country. On the other hand, the tourist plant itself with its facilities and attractions is an excellent

instrument in promoting and building up the reputation of a given tourist centre. The efforts to produce a certain image must go hand in hand with the efforts to instal the corresponding tourist facilities, measures and services. Hence there is a need for the co-ordinated promotion of tourism and the development of the tourist plant within a country for the overall growth of tourism.

Tourist promotion will involve any method of informing, persuading, inducing, facilitating and re-minding tourists (international) to visit a particular tourist plant with its complex set up of attractions and facilities. It means selling the country to prospective tourists, publicising its many attractions and inducing them to visit the resort. It aims at creating interest and an image of the tourist centre among prospective tourists.

Tourist promotion can be divided into 3 broad categories of activities:-

(1) Advertising. Technically this can be defined as any paid form of non-personal representation and promotion of goods, services and ideas by an identified sponsor.³ It will include paid use of space in magazines, newspaper, of time in radio, television, use of films, posters and billboards. Direct mail campaigns is part of advertising. Advertising is an expensive, but very effective means of mass dissemination, and if properly used, would be effective in achieving the aims of tourist promotion, arousing and creating interest among potential tourist, and resulting in the increased demand for promotional materials. For countries which have just started to promote its tourist industry and build its sales promotion and publicity campaigns, it is essential to advertise substantially to get the name before people in the travel trade.

³Converse, Henry and Mitchell, Elements of Marketing, 6th Edition Englewood Cliffs, N.J.; Prentice-Hall, Incorporation, 1958. p. 655.

(11) Sales Promotion defies rigid definition; but are efforts which help and supplement the advertising campaigns to the point of sale so that positive results can be achieved. It fills the gap between advertising and publicity, to present a balanced promotional campaign. Among the many techniques of sales promotion are the production and dissemination of promotional materials (travel folders, brochures, maps, travel kit), sales aids, displays and exhibitions, public relations, the development of package tours between countries and within countries, facilitation, and those promotional activities not falling under advertising or publicity. The key to effective sales promotion is the travel folder, designed to be circulated without charge on the widest possible basis at principal market points through travel agents and carriers. Its purpose is to arouse the reader's interest in visiting a specific place. In addition to these, public relations and liaisons with external bodies and the servicing of inquiries and requests are effective sales promotional devices.

(111) Publicity is the programme for free editorial spaces, radio, and television time, motion picture shows, travel exhibits; and include the preparation and distribution of news releases to newspapers, magazines and trade publications, the provision of stories, factual materials and photographs to travel writers, and the maintenance of a photograph library. Publicity is a skill-demanding job requiring careful planning and co-ordination to be effective. Adequate publicity and public relations must be maintained to ensure the widest dissemination of facts and events to publicize the country through this relatively cheap means.

An effective promotional programme calls for an integrated and balanced programme of advertising, sales promotion, and publicity. Heavy reliance on any one is unwise and costly, particularly in relation to results. Lack of funds may render an elaborate balanced programme impossible; but this can be achieved by steps, beginning with the preparation and distribution of travel folders, posters, maps and other promotional materials. Co-ordination and integration of both government and private

efforts must be achieved to ensure maximum simultaneous impact.

In addition to tourist promotion at the international level, promotion is also essential at the local level. This takes the form of promoting the proper understanding and acceptance of tourism as something beneficial and to be encouraged among government officials and business communities. Such pro-tourism campaigns will create the necessary atmosphere and interest in the development of the tourist industry. On the other hand, it should also promote the idea of travels within the country and induce a greater flow of internal tourism.

The Need for Promotion

There has been a recent realization of the need for tourist promotion, particularly among countries in the Pacific and Far East region. Malaya is not an exception. Her efforts were first channelled in 1959 through the Tourist Promotion Section of the Ministry of Commerce and Industry (now elevated to the Department of Tourism) and has now attained significant proportion. Aggressive advertising, publicity and sales promotional campaigns are planned and executed each year.

The need for promotion is evident through 2 broad categories of factors; one is based on the nature and particular situation of tourism and the tourist,⁴ and the other rest on the benefits accruing from successful promotion.

The tourist industry is a highly competitive one, with each country vying for the favour of the international tourist. Hence the need for national publicity and promotion is of vital importance to any national tourist industry. This is particularly evident among countries in the Pacific and Far East region, where great potential for tourism existed.

The number of tourists to this region is expected to increase by four-fold in 1968, and the United States (the major market) alone will have 435,000 tourists here in 1968.⁴ The Orient as a tourist attraction is growing

⁴The Checchi Report pp. 38-43.

in popularity faster than any other area in the world. Aware of this potential and fired by the desire to obtain the largest share as possible, countries in this region have undertaken aggressive and extensive promotional campaigns. Heading the list is Japan's promotion budget of \$ 567,250,000 (M\$5.6 million)⁵ in 1964 and Hong Kong's H.K.\$1,824,972 (M\$1.0 million)⁶ for 1963/1964 financial year. Singapore spends about \$1.0 million in tourist promotion yearly.⁷ But Malaya's efforts in comparison to these are meek and consisted of only \$250,000 yearly. Yet the return to Malaya's efforts is good. With tourist revenue of \$14 million, the ratio of tourist revenue to promotion expenditure is 56:1. This compares well with Singapore's return of \$92 million to its \$1.0 million promotion (92:1)⁸ and Japan's ratio of about 100 in 1963;⁹ and could be bettered if increased promotion can be undertaken to tap the latent potential, particularly in the 'fluid market'.

The proper development of the tourist industry of Malaya from its present 'embryonic' stage necessitates adequate promotion both locally and abroad. This will foster the well-being of the industry and encourage private enterprise to undertake the necessary development for the advancement of the industry.

The need for vigorous promotion in Malaya will also arise because it does not have a 'built-in' reputation as Singapore. Tourists are attracted to Singapore by its position, commercial centre, and other touristic images built up through a century of international repute.

⁵Japan National Tourist Organization. Detailed Tourist Promotion Activities by JNTO 1964.

⁶Hong Kong Tourist Association, Annual Report 1968/64 p. 16.

⁷Tourist Promotion Officer, K.L.

⁸Singapore Tourist Association Annual Report 1964 p. 1.

⁹The Cheechi Report p. 293.

Tourists after visiting Singapore feel satisfied that they have seen the whole of the Malaysian region and returned home without venturing into Malaya. Further their misconceptions of conditions and the tourist plant here demands proper elucidation. These factors coupled with the lack of adequate first class facilities and the lack of locational advantage in air routes, render greater promotion necessary.

The problem of Indonesian confrontation and the 'bad publicity' given by the press, which sensationalized events here, accentuate the situation. Greater promotional efforts must be taken to get rid of the large misconceptions created by the press; and to induce and direct to visits with intentions to visit Indonesia to come to Malaya.

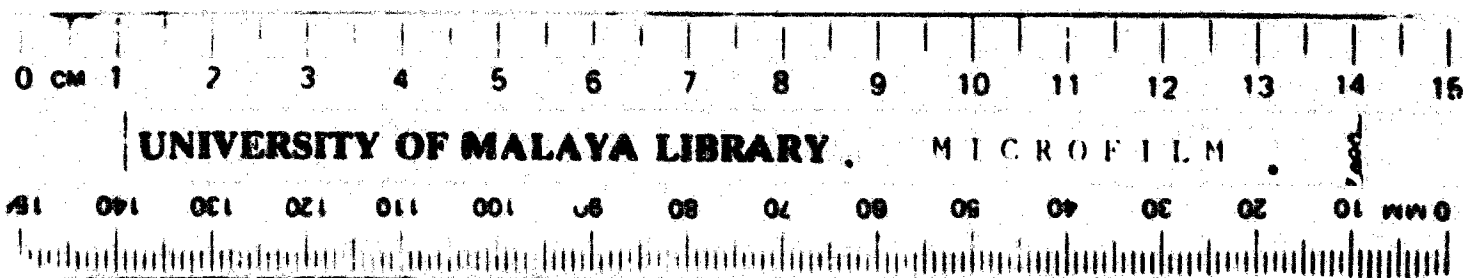
Considering the benefits that can be attained from a well developed tourist industry, it is in the interest of both the government and private sector to give more active support to tourist promotion. The private sector stands to gain by the increased inflow of tourists and the consequent generation of business opportunities. The benefits accruing to the government are even greater, like foreign exchange earnings, increased taxes and positive effects on the economy as enumerated in Chapter I.

The Sheehi Report recommended that a tripling of Malaya's tourist promotion budget - if effectively spent - could more than quadruple its tourist business by 1968, and increase tourist revenue to \$18.5 - \$21 million, and tax revenue from business generated by tourist expenditure to \$5.4 - \$6.6 million.¹⁰ To provide a guide for budgeting to attain these objectives, the Report recommended a Cost-Benefit ratio (of the tax revenue from business generated by tourist expenditure to the promotional budget) of 10.¹¹ The present cost

¹⁰Ibid. pp. 118-121.

¹¹Ibid. p. 294. The Cost-Benefit ratio is a ratio of the Tax Revenue from business activities generated by Tourist Expenditure to the Tourist Promotion Budget. The former is computed as: Total annual expenditure by Tourists x Multiplier (3.2) x % of Tax revenue from tourist sector of economy (10%). See pp. 27-28 of Report.

benefit ratio of Malaya is about 13,¹² and the government should increase its promotion budget to the recommended Cost-Benefit ratio in order to attain the projected objectives. The Cost-Benefit ratio, though not not without its own inadequacies, can serve as a useful guide and indicator for the government to expand and tailor its tourist promotion budget.



¹²obtained by: \$14 million x 3.2 x 10%
 \$448,000. A Cost-Benefit Ratio of 10 working on the basis on the same (1964) tax revenue from business activities generated by Tourist Expenditure will require a promotion budget of about \$450,000 per year.

CHAPTER IV

GOVERNMENT PROMOTIONAL EFFORTS - I

The Framework

The role of the government is vital in the promotion and development of tourism in Malaya. Direct and active promotion was initiated in 1959 and since then relentless efforts have been made to foster the growth of the industry. Money is now budgeted for promotion, and tourism is included in the country's second 5-year Plan (1961-1965), which is indicative of the government's 'thorough going fine to encourage and foster the tourist industry'¹ and putting it on a proper economic basis.

The government's efforts in tourist promotion are of a 2-prong nature, (local and international tourists), and at 3 levels of activities each (state government, federal government and private sector).²

The efforts of the various state governments have not been active, but there is increasing awareness of the problem. Most of them have left most of the work to the understaffed Federal Department of Tourism. As a result, activities at this level remained dormant; but this has prompted a few state governments to undertake specific actions of their own. The Pahang government has set up a Tourist Bureau under a Tourist Promotion Officer at Kuantan to promote and develop the tourist attractions of Pahang. The Johore government now has a Tourist Promotion Officer in the local Government and Housing Section of the State Secretariat, and is publishing and distributing its own travel folders. The State of Penang has paid increasing attention to the

¹Memoranda and Notes on Tourism: Report on Malaysia. Tourist Promotion Officer, K.L.

²Department of Tourism Press Release on Address by T.P.O. to Penang Tourist Association on Wednesday December 30th 1964.

development of tourism and liaises closely with the Penang Tourist Association. A state tourism advisory committee, consisting of mainly officials was set up in 1964, but nothing has come out of it so far. Closer liaison and co-operation with the Federal Department has resulted in greater understanding and efforts on the part of the state governments.

At the Federal level, the Tourist Promotion Section of the Ministry of Commerce and Industry (or Department of Tourism) is responsible for liaison, promotion and development. Its head is the Tourist Promotion Officer (TPO; now Director of Tourism). Before the Section was set up in 1959, a Pan-Malayan (Singapore and Malaya) Director of Tourism was functioning in Singapore, but was abolished with the formation of the Section in 1959 in Kuala Lumpur. The expansion of this Department has been remarkable and now has a large staff and 4 assistant Tourist Promotion Officers (in charge of Development Liaison; Information; Research; and Administration). The functions of the Section (Department of Tourism) are:-

(a) encouraging oversea tourists to visit the country by

- (i) advertising overseas;
- (ii) publicity;
- (iii) putting up displays at international trade and travel fairs and
- (iv) servicing or distributing colourful literature etc.

(b) developing the country to meet the wants and requirements of tourists such as:-

- (i) encouraging private enterprise to build first class international standard hotels, luxury restaurants, comfortable transportation besides
- (ii) getting the co-operation of state government, and tourist organization to create certain festivals and entertainment indigenous to the country and

(c) promoting local tourism or home tourism.

Besides these functions, the Department act in many other advisory and active capacities; and is the channel of communication between the government and Pacific Area Travel Association (PATA), International Union of Official Travel Organization (IUOTO), and other international organizations. The Department run an information centre in Kuala Lumpur.

The Department of Tourism is the government instrument in promoting tourism;³ it is inevitable that it becomes the main object of study. These chapters will be devoted to an analysis of the Department's efforts and achievements for the past 6 years.

Advertising

The objectives of promotion and advertising of the Department of Tourism can be summarised:-

- (i) to project Malaya as another new place for tourism in this part of the world;
- (ii) to clear distortions about and to 'educate' prospective tourists about the real situation in Malaya and its attractions, facilities and stability;
- (iii) to break the psychological resistance against tourists coming here (and South-east Asia) and to inform, remind, persuade and induce them to come to Malaya;
- (iv) to make Malaya acceptable to people in travel business and to induce them to send their clients here;
- (v) to attract increased flow of tourists from the 'fluid market of Japan, Hong Kong, Bangkok, and Singapore', from which Malaya expects her main opportunity to develop by siphoning off the

³The Information Department does substantial amount of publicity overseas, but its angle is mainly political and will not concern us here, though its existence and role must be borne in mind.

travel between these regions⁴ through promotion and development of package tours;

(vi) other specific objectives, like special conventions, packages, and events, which are to be integrated in the overall programme.

Clear understanding of objectives is essential for proper advertising and promotion. The relative lack of advertising in its main market (United Kingdom), and lack of stress of a business-con-pleasure trip is reflective of inadequate understanding and should be corrected in favour of more aggressive advertising utilising the relevant themes for the right objectives.

Markets and Advertising Campaigns.

The government through the Department of Tourism has been launching yearly advertising campaigns in its principal and potential markets. Advertisements were placed in important and suitable trade journals, consumer magazines and supplements in the United States, Canada, Australia, United Kingdom, Europe and the Pacific Areas. Table 8 gives a list of the media used and the campaigns undertaken by the Department since 1954. The Department has been spending an average of \$250,000 - 300,000 on promotion yearly, with about half of this going to advertising in consumer and trade publications. Subsidiary advertising activities are undertaken in the form of Direct Mail Cards, posters, and 'merchandising' materials. As indicated by the table, the bulk of the advertising

⁴So called the 'fluid market' because of the existing large tourist traffic in this region which seldom extend beyond Bangkok, but which can be induced to flow further southwards, through promotion and the development of package tours. If 0.5% of visitors to Japan (362,813 in 1963. Japan Travel News Bulletin Volume III No. 19. 23rd February 1965); 3% of visitors to Hong Kong (228,229 H.K.T.A. Annual Report 1963/64, and 5% of visitors to Thailand (190,400 Pacific Travel News February 1965 p. 42) can be attracted, it will increase the visitors to Malaya by 25,380 to over 60,000 - a real potential for immediate promotion.

TABLE 5

**ADVERTISING CAMPAIGNS OF THE DEPARTMENT OF TOURISM 1959-1964
(NO. OF INSERTIONS)**

<u>TRADE PUBLICATIONS</u>	1959	1960	1961	1962	1963	1964	Total
<u>Pacific Travel News</u>	6	6	12	7	12	11	54
<u>Travel Trade Magazine</u>	6						6
<u>Asia Travel News</u>		6	6		6		18
<u>Travel Agent</u>			1				1
<u>American International Travel</u>				3	3		6
<u>Tourism Mondial</u>				4	6	6	16
<u>Travel Weekly</u>				10			10
<u>CONSUMER PUBLICATIONS</u>							
<u>United States of America:</u>							
<u>Holiday</u>	4	6	3				13
<u>Sunset</u>	4		10	5	6	3	28
<u>New Yorker</u>	4		2	2	2		10
<u>National Geographic</u>			2	2	2		6
<u>Esquire</u>					1	1	2
<u>Australia:</u>							
<u>Australian Women's Weekly</u>	4	4	4	4	3		19
<u>Reader's Digest</u>	4	3	4				11
<u>Sydney Morning Herald</u>	2						2
<u>Melbourne Herald</u>	2						2
<u>Financial Review</u>			2			20	22
<u>Panorama</u>			2				2
<u>Trans Air</u>			2				2
<u>Oz</u>						1	1
<u>Hyde's Business Journal</u>						6	6

<u>Australia:</u>									
Australian Women's Weekly	4	4	4	4	3				19
Reader's Digest	4	3	4	4					11
Sydney Morning Herald	2								2
Melbourne Herald	2								2
Financial Review			2	2		20			22
Panorama			2	2					2
Trans Air			2	2					2
Off?						6			1
Rydge's Business Journal									6

<u>Pacific:</u>									
Time (Pacific)	17	13	11	11	11				30
Time (Asia)		13	12	12	13				30
Newsweek									28

<u>United Kingdom:</u>									
Travel Topics		6							6
Travel Gazette		3							3

<u>Europe:</u>									
Le Penetran-Des Voyages		6							6
Esquire									1

<u>Australia:</u>									
Australian Women's Weekly	4	4	4	4	3				19
Reader's Digest	4	3	4	4					11
Sydney Morning Herald	2								2
Melbourne Herald	2								2
Financial Review			2	2		20			22
Panorama			2	2					2
Trans Air									1
Off?						6			6
Rydge's Business Journal									

<u>Pacific:</u>									
Time (Pacific)	17	13	11	11	11				30
Time (Asia)		13	12	12	13				30
Newsweek									28

<u>United Kingdom:</u>									
Travel Topics		6							6

Pontatula de Yoncos

Pontatula de Yoncos

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I Rent a Car from Youcar

was undertaken in the United States, and Australia. In fact the Tourist Promotion Officer divides his advertising budget in such a way that advertising in the United States takes about a little than a third, while the balance is distributed equally between the Australian market, and the 'fluid' market with special supplements.

(1) The United States of America.

The United States is the number one travel market for the Pacific and Far East, and it seems that a very substantial portion of the present and future Malayan market will consist of American travellers. Statistics and other surveys⁵ have pointed that it is the most promising travel market for this region. A series of market and media surveys to ascertain the location of the best prospect and the right media for maximum impact at minimum cost was undertaken. Unlike other surveys, this one consisted of examinations of reports (readership and market surveys) made by certain magazines and newspapers, like Holiday and New Yorker, and other relevant statistics and data. No actual field work was undertaken; and the conclusions drawn from this 'survey' has its own obvious defects in addition to the limitations of individual reports consulted. From this 'survey' it was found that California is the best market. Other West Coast States, New York State, Texas, Chicago, Florida and Washington were also important markets.⁶ With these targets in mind, the best media were selected based on their circulation, readership

⁵For example. ECAFE Report of the Seminar on Promotion of Tourism held in New Delhi, India 1961 (in p. 58) stated that the American market will rise to \$6.5 billion by 1965. See also Checchi Report pp. 12-17 and 37-41.

⁶Examination of statistics of United States Department of Immigration on number of passports and visas issued and renewed, showed that 25% occur in New York State, 15% in California, 3% in Texas, Chicago and Florida each, and 2% in Washington. New York State is not the best market because of its distance from the Pacific and the preference of its residents to visit Europe. Confirmation to these results were seen in the sample surveys undertaken by the Hawaii Visitors Bureau which reported a 19% coming from California.

and space cost. Advertisements were planted in consumer publications (see Table 5) to induce prospective tourists, and travel agents to send their clients to Malaya. In 1964 3 insertions of one coloured-page was placed in Sunset magazine, and another insertion in Esquire. This is in addition to the whole year advertising in Pacific Travel News organ of PATA which has a large readership (of Member Travel Organisations) in the United States and elsewhere. The 1964 campaign was meek compared to the 1961 and 1963 campaigns, where 17 insertions were placed in consumer magazines and 19 in trade publications in 1961; 9 and 22 insertions respectively in 1962; and 13 and 23 respectively in 1963. However these and the 1959 campaigns were the initial and all-out concerted efforts to sell Malaya to the American market when the Department of Tourism was in its first few years of existence. The scheduling of the advertisements was done mainly from February to April, and June to August, which were the periods preceding and during the peak periods of issue and renewal of passports and visas to intending travellers in the United States. Advertisements were normally scheduled ahead of the peak periods of passport and visa issue and renewal (March-April, and July-September) in order to persuade prospective travellers to include Malaya in their visas or travel itinerary. Such a scheduling would be effective in inducing Americans to come here.

(11) Canada.

No advertising was undertaken in Canada, except for a special spearhead campaign in the Toronto Globe and Mail in 1963. This was largely due to the lack of funds. However PATA does some promotion in Canada on behalf of all member countries. Magazines like Holiday, Sunset and National Geographic used in the United States have good circulations in Canada as well.

(111) Britain and Europe.

Table III p. 9 indicated that Britain is the best tourist market for Malaya. The important aspect of this tourism is that the purpose of entry is mainly a business and a business-cum-pleasure one. This reflected the strong economic and historical links between Britain and Malaya. Considering the importance of the British Market, it is natural that substantial advertising should be employed here, but this is not so. The only advertising campaigns were undertaken in 1961 with 6 insertions in

Travel Topic, and 3 insertions in Travel Gazette, and a supplement to the London Times in 1963. Recently the Department of Tourism in conjunction with the Industrial Division of the Ministry of Commerce and Industry planted advertisements in the Financial Times, mainly for business prospects. The usefulness of these limited campaigns are in doubt. The efforts of the Department in other European countries is lamentable. The campaign was launched in 1961 with 6 insertions in Le Repertoire des Voyages and 1 insertion in Le Rayon Francaise, both French magazines. Advertising in these magazines was stopped the next year, after which the sole medium used was the Tourism Mondial, a trade publication. The unfeasibility of reaching the whole European market is therefore partly tackled by this direct appeal to the travel agents. The Department have difficulties in 'following-up' the advertising in Europe because request for literature (a sign of advertising impact) cannot be complied with with tourist literature and promotional materials in French or other European languages.

(iv) Australia and New Zealand.

Advertising in Australia and New Zealand takes a little less than a third of the Department's budget. The campaign in 1964 was mainly planted in financial and business journals, in recognition of the importance of the business motive in tourism. The advertising programme from 1959 to 1963 (Table 5) showed signs of inadequate planning and unwise use of media. The use of the 7 media over these years was an erratic process of trial and error to find out the effectiveness of each medium - with a consequent lack of success. Research into the market and media will minimise many of the inadequacies, and enhance the effectiveness of the advertising programme.

(v) The Fluid Market of the Pacific.

The fluid market, extending from Japan down to Bangkok is a ready and available source to tap and can be done by influencing tourists, already in these areas, to include Malaya as another stop in their itinerary. Co-ordinated efforts were launched towards these ends by advertising in Time and Newsweek magazines. The advertisements in Time (Asian edition) were Black and White $\frac{1}{2}$ page or 'travellers' strip' size advertisements scheduled during the peak tourist period of September to November and March to April. According to this schedule, 13 insertions were

placed in 1961, 11 in 1962, and 11 in 1963. In 1964 only 3 insertions of 2/3 page impact advertisement were placed from September to November. This was integrated with the 3 2/3 page advertisements in Newsweek during May to September to obtain maximum exposure. In addition to these media, supplements were taken at appropriate times in appropriate media eg. the Olympic Souvenir Programmes in 1964, and the Hong Kong Standard and Hong Kong Seng Po in 1961. Advertisements were also placed in tourist guides, like the Golden Guide to South and South-east Asia, (1961) the P.T.N. Hotel Directory and Guide (1962, 1963, 1964) and the Asia Travel Guide (1963, 1964). With this programme it is hoped that increasing tourists can be attracted from Hong Kong and Bangkok down to Malaya. As statistics are not available, it is not possible to say how much of the fluid market has been tapped since 1961.

Trade Publications.

Mention must be made of the trade publications and organs of travel organizations, which are important instruments of promotion and development of the travel trade. Its importance lies in the fact that these publications are published by and read by those directly concerned with the travel trade, like the travel agents, tour operators, carriers and hoteliers. They constitute an important and effective gap with the individual tourist to whom they can sell package tours that is, if they are convinced of it in the first instance. Further there are fewer and known (hence easier to reach) travel agents to persuade their tourists; and they possess greater understanding of the trade and can be more easily motivated by the prospect of commissions. Hence the importance of advertisements in trade publications.

Malaya, by obligation of membership, advertise extensively in Pacific Travel News, the official magazine of PATA, which is circulated to its 300 members⁷ and other organisations. Since 1961, Malaya has advertised in most issue of the Pacific Travel News. Space was taken up in ASTA Travel News, organ of the American society of Travel

⁷ Holiday in Malaysia Volume 1. No. 2. November/September 1964 (K.S. Choong, Penang) p. 41.

Agents, in 1960, 1961, and 1963 to reach the large numbers of Travel Agents in the United States of America. Other trade publications like Travel Trade Magazine (1959), Travel Agent (1961), American International Travel (1963, 1964) and Travel Weekly (1962) were also used. In Europe Tourism Mondial was made use.

Trend indicate that the Department of Tourism is using fewer but more appropriate trade publications in its campaign to sell a Malayan package to those in the travel trade.

Other Advertising Materials.

The question of 'follow-up' to press advertising and integration of all promotion devices is important. Inadequate 'follow-up' or unintegrated activities will diminish the impact of advertising campaigns. The Department 'follow-up' its advertising in the press media by the distribution of promotional materials, solicited and unsolicited to travel agents. These materials consisted of a Travel Agent's Manual, a set of 4 posters, 2 window Display Cards, a calendar, colour stickers, colour post-cards and a 'travel kit'. This whole range of publications and promotion materials will give the travel agents comprehensive information of the prospects, amenities, facilities, and other details of the Malayan travel plant. . . The Department also produce and send a series of 6 Direct Mail Cards to travel agents abroad. These Direct Mail Cards request them to write in for information and promotional materials, and to include Malaya in their package tours. These 6 Direct Mail Cards, the 'Tiger Family of Malaya' cards has been acclaimed by Pacific Travel News and several other magazines as 'informative and sprightly'.⁸ In addition to these Direct Mail Cards, the Department also include a merchandising folder, The Big Picture prepared in 3 colours to give travel agents an idea of the advertisements taken up by the Department in various magazines and journals (to get business for them), and of the availability of promotional material for distribution. The dissemination of these advertising materials throughout the main market points will serve to remind and further stimulate

⁸ Memoranda and Notes on Tourism: Progress Report 1959-1961. Tourist Promotion Officer, K.L.

interest in Malaya. As these materials are meant for long duration display (1 year), continuity and effectiveness will be maintained with the advertising in the press media.

Theme and Copy Strategy.

One of the major theme used in advertising is that 'Malaya is all of the East and that the East is Malaya'. Malaya has a multi-racial population representative of the entire East - a people of varying culture and customs, colour and pageantry, living harmoniously together. These and the panorama of natural and man-made beauty make Malaya a characteristically unique scene for package tours. These are Malaya's best selling points, and are extensively used in advertising. Also a trip to Malaya incorporated in a package tour with neighbouring countries is a relevant theme and selling point. This package can be a Malaysian or South-east Asian tour, or the package can be a South Pacific one incorporating a tour running from Tahiti, New Zealand, Australia, Bali, Singapore, Malaya and Bangkok.⁹ Such packages will satisfy the wants of tourists to see as many places as possible in a trip, and also foster regional co-operation for the development of tourism. Another selling point will be the location of Malaya and the convenience of travel here. As a stopover between Bangkok and Singapore and as a symbolic centre of the Orient, Malaya can utilise these advantages to enhance the value of the advertising message.

In spite of these drawing themes, the Tourist Promotion Officer expressed great difficulties in presenting them in an effective copy strategy to build up images of the country. Even advice from Experts is lacking in this. Malaya lack unique, national and 'image-building' symbols. Depicting cosmopolitanism is not easy; moreover Indian culture can be better appreciated in its native setting in India, while Chinese festivals are more authentic in Hong Kong and Taiwan. The formation of Malaysia adds greater complications to the task of creating a Malaysian image.

However during the past 6 years, the Tourist Promotion Officer has used Malay features and customs to symbolise the image of the country. In nearly all the advertisements, the image is one of Malay girl, Moorish buildings, Malay folklore and Malay background. This can

⁹The Choechi Report p. 119 stated that such a package tour if developed will benefit tourism in these areas greatly.

be easily seen in the merchandising piece, The Big Picture which showed advertisements and themes used by the Department, in Appendix I.

Scheduling and continuity of the same theme and image is desirable in advertising effectiveness. Hence the use of the consistent 'Malaya' theme, which serve to remind readers of previous advertisements seen and thereby achieve a continuity of image building. This process of image creation through a series of images was evident in the Department's advertising. When advertising was initiated in 1959 the name 'Malaya' was stressed with a map showing the location of the country. When familiarity with the name and location was achieved, the copy was enlarged to include more promotional materials of tourist interest (1961). In 1962/63 campaigns, the theme has developed to one of individual tourist spots or places within the country. Now the stability angle and the economy of a air and sea package here are being stressed.

The same pattern of copy strategy is followed in posters and Display Cards, but is more effectively done with colour scheme and jingles, like 'Meet All the East in Magnificent Malaya', 'All the Mystic of the East Awaits you in Malaya', and 'Malaya where all the East meets'.

Analysis and the difficulties of presenting an effective image strategy reveal a need for the re-appraisal of theme and copy development. The accomplishment of advertising objectives entails a correct media and copy strategy (i.e. what and how to communicate with those to be contacted). The objectives themselves determine generally what is to be communicated and how it should be done. Intimate knowledge of prospective tourists and travel agents (the targets), their thinking and reactions are important and key to success, as these can be effectively made use of in appealing to them, to gain their attention, arouse their interest, stimulate their desire and prompt them to certain actions and thereby achieve the objectives.¹⁰ These and the appropriate use of message and themes

¹⁰For more information on copy strategy see McCarthy, Basic Marketing A Managerial Approach. R.D. Irwin, Incorporation Homewood, Illinois, 1960 pp. 534-544 and other advertising texts.

(refined through research and experience), superimposed upon a copy well illustrated and properly blended and balanced with its size, layout, colour scheme and eye movements will be effective in striking the reader, carrying the message across and create an image which should be exploited in subsequent advertisements. The importance of the cultural theme can be seen in the result of a motivational research survey undertaken by PATA recently among prospects in 12 cities in the United States which indicated that among those interested in the countries of South-east Asia, 53% were interested in the people, their customs and way of life; 31% in their art, architecture, ancient temples; 24% in their different culture; 10% in their history, antiquity and ancient civilization; 15% in scenery and natural beauty, 14% fascinated by contrast between East and West; 14% curious to see the cities; 10% interested in religion and religious beliefs, and 13% showed miscellaneous interest.¹¹

The research showed that the main interests in this region are people, customs, way of life and art, and not so much as resorts and scenery. The Malaysian cauldron of Malay, Chinese, Indian and a host of indigenous people, each with their own way of life, custom, and culture, presents the visitor with a rare treat and chance to observe not one but nearly all of Asia's people in an interesting experiment of harmonious living. Hence the paramount importance of this theme as a selling point.

Realising this is the need to orientate the 'Malay' type of image to one which will put forward the multi-racial and varied Malayan society. This does not belittle the 'Malay' theme but only merge it with an admixture of many people and cultures. In the light of all these therefore is the need to develop and create a Malayan image.

However such a theme and image is easier to say than to achieve in reality. But this must not mar efforts to develop such a copy strategy. Further there

¹¹ECAP Report of the Seminar on Promotion of Tourism, held in New Delhi, India, 1961. p. 6. Also in Memoranda and Notes on Tourism: Travel Plant Development Projects. Tourist Promotion Officer, K.L.

- are needs for development of other themes and copy, tailored specifically to suit certain objectives (eg. industrial tourism and political tourism). Greater attention is needed in this direction and assistance can be sought from both local and foreign personnel with intimate understanding and knowledge of the country, the tourist trade, and the advertising process.

The use of advertising in promotional campaign demands a sort of an index to test its effectiveness or measure its success. It must be known whether the campaigns achieve their objectives or not, otherwise the money spent will be useless. As it is, the Department is without any criteria or indices to judge the success or effectiveness of advertising. Increased tourist business, increased inquiries, and increased distribution of promotion materials may indicate a general trend, but not necessary one resulting from advertising. Advertising literature abounds in the discussion of merits of different criteria as direct mail response, inquiry test, market test, survey methods,¹² and none of these may be suitable or some may be specifically used. However a first step should be the provision of machinery for the recording of inquiries, distribution of promotional materials, and other likely indicators the data of which must be regularly tabulated and published for distribution and analysis.

With increased budget, an effective use of themes in the correct media aimed at the appropriate people, and run by a more elaborate machinery, with proper integration and co-ordination, the advertising campaigns can be remedied of many of its present inadequacies and achieve more of its objectives, observable in the forming of meaningful statistics.

¹²For example McCarthy op. cit. pp. 547-550 and 'Copy Testing', A study prepared by The Advertising Research Foundation (The Ronald Press Company) New York 1946.

GOVERNMENT PROMOTIONAL EFFORTS - II

Sales Promotional Techniques

The Department of Tourism undertakes an elaborate and vigorous sales promotional programme to supplement its advertising and publicity. The programme consisted of many techniques including the production and distribution of literature and promotional materials, displays and exhibitions, public relations and films. The efforts in this direction are laudable, but immediate success of sales promotion is not easily discernible nor has it been measured by indices of any kind. The results will mainly be of a long term nature, accelerating the growth of the industry, and fostering the acceptance of Malaya among prospective tourists and travel agents.

The judicious use of techniques with a small budget of \$110,000 per year by the Department is worthy of note; and will be examined under the headings of promotional materials and publications, displays and exhibitions, public relations, and films. These activities are geared at tourists and travel agents, and as follow up to advertising, they hope to carry the promotional impact to the point of action.

Sales promotional techniques have been carefully integrated with advertising and publicity programmes, and has achieved considerable measure of success. The lack of funds, personnel, technical assistance and regional co-operation has limited the effectiveness of sales promotion. Such inadequacies, and a more efficient system of disseminating promotional materials should be looked into and remedied in the interest of the tourist industry.

Publications and Promotional Materials.

The Department of Tourism produces and distributes a long and impressive list of publications, folders, brochures, and other promotional materials (listed in Appendix II). With only a small budget of \$80,000

annually for publications,¹ the Department must plan its publications to meet specific requirements and objectives in order to avoid wastage of both money and efforts. In addition regular assessment of the value and quality of the many channels of distribution must be made, as many channels may become obsolete or go out of business, and continued despatch would therefore be costly and pointless.

Analysis shows that there are 2 broad groups of promotional materials; those meant primarily for the tourists, and those for the travel agents. The publications for the tourist falls under 4 categories:-

- (a) Literature which would induce prospects to be interested in Malaya and to request for more detailed information eg. Malaysia Welcome You, Malaysia Tour Guide folders, and are mainly disseminated through travel agents, carriers, tour operators and hotels.
- (b) Literature which gives full information about Malaya to prospects who have resolved to visit the country eg. Destination folders, Tour guide and hotel directory, and brochures.
- (c) Literature which should be issued to visitors who have already arrived in Malaya; and carry information on tours, accommodation, cuisines, shopping and other facilities. eg. Special folders (National Museum), Monthly Guides, and should be distributed to carriers and at entry points.
- (d) Momentos and souvenirs which visitors can send or take home. eg. Travel kit, and other 'give-away'.

Such a categorization, though with its limitations, can serve as a useful delimitation for the production of publications to meet specific requirements. It can serve to indicate duplication and waste of

¹Tourist Promotion Officer, K.L.

publication serving similar objectives. For example, the Visitors Guide, Rest House and Hotel Directory contained the same general information (word for word) as the Map of Malaysia, both meant for tourists who have arrived in the country. The Malaysia Tour Guide has similar information as the Memo from Malaya. These call for a careful examination of tourist literature, eliminating those superfluous, and modifying others to satisfy specific requirements within the broad framework of the categories. This would mean more effective tourist literature, and a release of funds for other activities.

The second type of publications and promotional materials are aimed primarily at the Travel Agents, although literature of the first type are as useful to them. The Travel Agents are key-men in the movements of prospective tourists; their help and co-operation are necessary to get tourists to Malaya. Hence it is important that they must be equipped with the necessary information and tools for promoting Malaya to their clients. Examples are the Tiger Family Direct Mail Cards, Magnificent Malaysia - Travel Agents' Manual, posters, display cards, and other 'merchandising' pieces.

The promotional materials are distributed at the main market points (U.S.A., Australia, New Zealand, Hong Kong and Britain) through travel agents, tour operators, carriers, hotels, and travel associations and the Malaysian diplomatic missions abroad. In addition to the 300 members of PATA and 180 members of International Union of Official Travel Organization, over 1,000 overseas travel agencies² are on the mailing list of the Department and receive regular supply of promotional materials. Other inquiries for materials are also complied with. Table 6 shows the volume and trend of distribution by the Department for the past few years. Starting with a small distribution of 75,103 copies in 1959, there was a 100% increase in 1960, followed by a 3-fold rise in 1961. This was largely due to an expanded budget, greater number of publications, and results of successful advertising. Since

²Holiday in Malaysia. Volume I No. 2. November-December 1964. (K.S. Choong, Penang) p. 41.

then, there has been a steady, but not very remarkable, trend.

TABLE 6

DEPARTMENT OF TOURISM
DISTRIBUTION OF TOURIST LITERATURE 1959-1964

Years (Months)	No. of Promotional Publications Distributed	
1959 (Jan-Dec)	75,103	
1960 (Jan-Dec)	149,816	
1961 (Jan-Dec)	443,518	
1962 (Jan-Dec)	428,152	
1963 (Jan-Dec)	542,818	
1964 (Jan-March)	174,667	
(April-June)	66,614	
(July-Sept)	98,779	
(Oct-Dec)	<u>105,995</u>	446,055

Source: Department of Tourism, K.L.

The 1964 distribution showed that the peak periods of distribution are the first and last quarter of the year, a scheduling closely related to the advertising campaign.

Examination of the various publications point to the need for an official guide book, a comprehensive and reliable directory of things to see, festivals, cuisine, entertainments, sports, social activities, hotels, shopping, transportation, banks, currency, health information and other relevant facts of interest to visitors; and should be distributed free at entry points and to incoming carriers (categorized as literature for those who have arrived or is arriving). Such a directory will help tourist tremendously to enjoy and see more of the country. The Department nearest to this is the Malaysia Visitors Guide, Hotel and Rest House Directory, but the information given are far too general and superficial - the suppression of the wide range of information, required of a guide, was too freely done in 6 pages, while the other 51 pages were devoted to a rather too detail, and sometimes useless, data on hotels and rest house in the country. Such a directory is therefore not of much use.

In the production of a proper guide and directory, there are 3 possibilities. The first is to modify and enlarge the existing Visitors Guide, Hotel and Rest House Directory to give a more comprehensive and detail account of the travel plant and other relevant information. The list of hotels must be condensed and re-labeled to give space to other informations, or some advertisements (to help cover cost). The next possibility is to scrap the present inadequate guide and compile a new and well-planned Directory to meet this demand. This will involve much work, compiling and editing the whole guide with reliable information and illustrations. A simple and third possibility is to select a reliable commercially produced guide of this nature, endorse it and circulate it as the Department's official guide book.³ A few such guides (eg. one by Pimpine Advertising Agency) existed, but their reliability and coverage must be scrutinized before endorsement.

In addition to this guide, a folder of the festivals and cuisines of the different races, plus information of their availability and schedules can be produced, and will meet the requirement of tourists for cultural entertainments.

³This easy and cheap method has been adopted by many countries including Hong Kong.

Existing folders can be improved upon. For example, the Malaysia Welcomes You folder, splashed across its cover, 'wonderful land of contrast, sunshine, festival and colour'; there were contrasts and colour in the illustrations but none of festivals. Then there is the Tour Guide with so planned tour and literary, but only travel facilities and descriptions of places of interest. Care should be taken in production of tourist materials, and adherence to the categorization given can help a great deal in the planning and presentation of information, data and illustrations to suit specific objectives. Further in this connection, there is a need, though less pressing, for a logotype or distinctive design of the name of Malaysia, to be used consistently in travel folders and advertisements.

In the distribution of tourist literature, co-operation among neighbouring countries can be sought. Countries like Thailand, Hong Kong and Philippines can be contacted to distribute each other's promotional materials in their own tourist offices (overseas and locally). In another way a few countries, especially those in South-east Asia can be approached to run and share the cost of tourist information bureau overseas at principal market points.

Public Relations

The public relation activities of the Department is varied and has been good. The Department gave assistance and information on Malaya to visiting authors, photographers and cameramen, who will in return give the publicity boost to Malaya. Among those who have had the active co-operation and assistance of the Department were Mr. Norte Becke of Globeconber Corporation of New York, Mr. Harvey Olson, a famous author of the series, 'Abroad and Abroad', and Mr. James Benfield, publicity director of PATA, who in an article in Pacific Travel has described Malaya as a 'land with big tourism future'.

4. Memoranda and Notes on Tourism. Progress Report 1955/1961 - Tourist Promotion Officer.

Free publicity was also given in this manner in television. Carl Duffley, producer of a series of T.V. shows entitled 'Cross Road of 2 Worlds' produced a colour documentary on Malaya. 'This is a Malayan Paper' was produced for release by A. Hartley of a national Australian T.V. network.

As a result of enormous advertising and promotion, travel agents were anxious to bring clients to Malaya. Among those who came here to enjoy the facilities and prospects were Russell Darnford of Laguna Travel Service, Carl Scholia, and Dangler of SITA World Tour. From these came increased package tours to Malaya eg. SITA world tours started and brought 25 package tours to Malaya in 1961.

The Department used public relation agencies to place its releases in magazines, lobby top authors to write on Malaya and make direct contact with agents. Agencies were used in United States of America and Australia. Now the Department make use of a local agency, Cheong Associates for its public relations and publicity programmes. Public relations and liaison were maintained with the press, state government, public and interested bodies like Rotary, Y.M.C.A. Associations and other organizations. Close co-operation was maintained with PATA whose efforts to divert tourists from the Atlantic to the Pacific has benefited Malaya and other countries in this area alike.

Displays and Exhibitions.

The Department's tourist display and exhibitions took place at the local and international level. In 1960 the Department produced 10 display stands for display in the main railway stations, airports and hotels. The stand contained a relief map of Malaya, with roads, air and rail routes, and a pedestal with pigeon holes for folders. Now these displays were withdrawn and no new ones are exhibited.

Since its inception, the Department has participated in many international exhibitions. These serve to give a better picture to prospective tourists by presenting Malayan art and craft items, songket, silverware, batik, songket and potteryware on display during the following exhibitions:-

1959	Oregon Trade Fair
1959-1960	Pacific Festival at San Francisco, San Francisco County Fair
1961	Second Pacific Trade Fair in Peru
1961	Los Angeles Trade Fair
1962-1963	Los Angeles Trade Fair (won special award)
1964	Los Angeles Trade Fair (won Award of Merit)
1964-1965	New York World Fair

This list showed the vigour of the Department in displays and exhibitions, obviously one of the most effective way to sell a country. The Department has earmarked \$12,000 this year for displays,⁶ and is expected to maintain its tempo of activity.

The Department also produced 10 sets of 'All Purposes Tourist Display Kit'. Each set consisted of a small relief map of Malaysia set in a ratan frame, and this is used as the main piece for display of kain songket, Malay and other handicraft. These were sent to overseas missions for loan to Tourist Agencies, carriers and others for their travel promotion displays.⁷ They are proving useful in selling the country, as those wishing to put up display can easily borrow them and display them with considerable ease, and also they are easily portable to different places of display. More efforts in this direction is likely. It is important, that proper themes and display materials be selected; that the displays should be widened in scope to include handicrafts from other races, particularly the indigenous (Semi, Dyaks) people. A sort of a display pattern and form embodying the many interesting things of the country can be worked out and used extensively in displays and exhibitions.

⁶ Tourist Promotion Officer, E.L.

⁷ No data is available of the frequency of display and number of loans, and therefore it is not possible to gauge its effectiveness.

Films.

Films are classified under sales promotion and not advertising here because they bear little relation to the formal advertising campaigns. They are more of a sales promotional nature emphasizing publicity rather than presenting a 'selling message' to the viewers.

The Department, through the Malayan Film Unit, have produced 2 films Malaya, and Cities of Malaya. Malaya in Eastan colour shows the tourist attractions and facilities in Kuala Lumpur, Penang, Cameron Highlands, Malacca and the east coast. It runs for 23 minutes. Travel agents and carriers have commented favourably on this film and many copies have been taken by carriers and travel agents. They are on loan through the Federation Overseas Missions. Cities of Malaya in Black and White highlights the principal cities of the West Coast. Prints of the film are issued to overseas mission for loan, and to PATA and IUOTO for release through the many Television Stations all over the market.

Another Black and White film showing 104 American tourists using caravans (the Wally Ryan Caravaners 1963) touring the West Coast is under production. The production of this film has been slow and it is nearly 2 years since the tour was made. A belated presentation of it will lose much of its effectiveness in stimulating others to follow suit. Further it reflects inefficiency and slow work.

Data are not available for the number of viewers, nor the times each film was loaned out; and hence it is not possible to examine their exposure and usefulness. The notice of the Department must be brought to this and records ought to be kept of the period of loan, the number of screening and the number of viewers (if possible).

The lack of funds and technical skill retards the use of the film medium as an aggressive and effective medium in promoting the country touristic attractions. As funds become available films and filmlets of the festivals, way of life, resorts and industry should be made available for screening to prospective tourists.

Publicity

Publicity is an effective and economical means

to sell Malaya but is by no means an easy one. The publicity undertaken by the Department has not been extensive or widespread in nature. It lacks many of the elements of a well-planned programme; and should be integrated to the overall promotional efforts.

The Department prepares and issues press releases, stories, and scripts to travel magazines, newspapers, and other media. In 1963 111 important travel magazines⁸ received and used such releases to give publicity to Malaya. Among them were Orient Tour Magazine (Manila), Global Courier (Japan), Pacific Panorama, Parklan News, Australian Women's Weekly (Australia), Washington Post, San Diego News, Chicago Sunday Tribune, Los Angeles Examiner, New York Times (U.S.A.). Subjects of the release include kite flying, Hari Raya Haji, Mandi Safar, Stadium Negara, End of Emergency Moments, Visa Abolishments, golf tournament in Kuala Lumpur, Television Exposition, and ASA Train Services. These press releases were issued through the Department or its publicity⁹. The Agencies also lobby top writers to write, and travel magazines to publish reports on Malaya. In addition press releases and statements were issued to local press to keep the public informed of the activities of the Department.

The Department also supplied Pacific Travel News, publications of PATA, with monthly feature stories, reports and pictures. The Tourist Promotion Officer himself has been a proficient and regular contributor to it, and was named as the 'most outstanding Pacific Travel News correspondent'⁹ in 1959 at the 9th PATA Conference at Christchurch, New Zealand.

In its dissemination of publicity materials, the Department lacked an elaborate machinery. Except through the Diplomatic Missions abroad, and the publicity agencies, there is no information office or centre abroad. Though such offices are costly to establish and maintain, the

⁸Tourist Promotion Officer, R.L.

⁹Memoranda and Notes on Tourism: Progress Report 1959-1961. Tourist Promotion Officer, R.L.

existing channels need improvement. The possibility of joint and co-operative (with other countries eg. Thailand) information and publicity centres can be explored; or an information centre can be established in the major market point (eg. California).

The publicity campaign should be integrated with the advertising and sales promotion programmes, by supporting the latter two, or by extensive publicity during slack periods (of advertising). Such a measure will ensure effective promotional impact. There is also a need to develop and maintain a photograph library, equipped with photographs, and transparencies on all subjects and objects of interest to tourists for distribution or reproduction upon request. Such a photograph library will help greatly in the selection of themes and illustrations for advertising and sales promotion. The constant referring of visitors (particularly writers) to the Information Department for detail information and data points to the need to have readily available materials, booklets, fact sheets and data on subjects of general and particular interest. A comprehensive up-to-date fact book, preferably done on the style of a loose-sheet and detachable booklet can be compiled and kept in the Department for reference and for the convenience of visitors requesting for detail information.

Other Aspects

The Department of Tourism undertakes other activities to promote the growth of the tourist industry. One of these is facilitation which involve the minimization and liberalization of travel and entry formalities, waiving of visa requirements and the like. This was done in close collaboration with the Department of Immigration and other Authorities. The Department is directly fostering the growth of tourism by the inclusion of development projects in the second 5-year Plan. To foster the development of tourism in the East Coast, and to counteract the lack of private initiative there, the government is spending \$500,000 to build a first class international type motel in Kuala Trengganu and a rest house at Rantau Abang's turtle beach area. Another \$500,000 is budgetted for 3 projects in Kuala Lumpur, the principal tourist centre: the construction of a bird sanctuary at Bukit Razas, improvements to the Sunday market (Kampung Bharu), and the betterment of Templer Park.

Encouragement and advice is given to state governments, public authorities, and private concerns on development and the provision of more facilities. The formation of local Tourist Associations are encouraged and fostered. To date there are 18 Tourist Associations in Malaysia, and since 1959 the Department has granted a total sum of \$60,000 to them for organization and special undertakings. It is hoped that these Associations will be effective in promoting local tourism.

The yearly budget of the Department of Tourism exceeded \$300,000 since 1960, and about 33% of this is allocated to 'publicity' which included advertising and sales promotional activities. Table 7 shows the budget allocations and expenditures for 1959 to 1962. Analysis shows that the budgeting is by no means consistent. The Department received \$168,032 in 1959, \$332,356 in 1960, and diminishing amounts the following years. The allocation for 'publicity' falls after 1961 from \$270,200 to \$250,000. Such inconsistent budgeting reflects the lack of understanding of the industry which should be given greater emphasis especially during these initial stages. This clearly indicates the need for internal promotion and the collection and publication of meaningful statistics and data to indicate to top government officials the increasing importance of promotion.

No breakdown figure for advertising, sales promotion and publicity is available, but the Tourist Promotion Officer allocates about half the budget to advertising, 25% to publications, 15% to films, and 5% to exhibitions and displays. This year (1963) the Tourist Promotion Officer is devoting \$126,000 to advertising, \$50,000 to publication, \$35,000 to films and \$12,000 to trade fairs.¹¹ A systematic and worked-out budgeting procedure does not seem to exist for such allocations, and it is stressed that a system of budgeting, consistent and relating to the different aspects of promotion, should be worked out to ensure co-ordinating returns to funds expended on different promotional projects.

The lack of statistics and indicators makes it

¹⁰ Holiday in Malaysia Volume I. No. 8. November-December. p. 41.

¹¹ Tourist Promotion officer, K.L.

TABLE 7

BUDGET OF DEPARTMENT OF TOURISM

Expenditure	1959		1960	
	Estimated	Actual	Estimated	Actual
Annually Recurrent	47032.00	31130.54	45356.00	25745.
Contribution to Tourist Associations	-	-	15000.00	12500.
Publicity	-	-	270200.00	226235.
Others	121000.00	97706.38	2300.00	2216.
Total	168032.00	128836.92	332856.00	266697.

Source: Financial Statements for the Years 1959, 1960, 1

TABLE 7

DEPARTMENT OF TOURISM 1959-1962

	1960		
	Estimated	Actual	Estimated
4	45356.00	25745.91	40540.00
	15000.00	12500.00	15000.00
	270200.00	226235.45	270200.00
8	2300.00	2216.15	1385.00
2	332856.00	266697.51	327125.00

e Years 1959, 1960, 1961 and 1962

TABLE 7

BUDGET OF DEPARTMENT OF TOURISM

	1959	1960	
	Actual	Estimated	Actual
0	31130.54	45356.00	25745.91
	-	15000.00	12500.00
	-	270200.00	226235.45
0	97706.38	2300.00	2216.15
0	128836.92	332856.00	266697.51

ents for the Years 1959, 1960, 1961 and 1962

TABLE 7

BUDGET OF DEPARTMENT OF TOURISM 1959-1962

1959		1960		1961		
	Actual	Estimated	Actual	Estimated	Actual	Estimated
0	31130.54	45356.00	25745.91	40540.00	31764.85	41132.
	-	15000.00	12500.00	15000.00	15000.00	20000.
	-	270200.00	226235.45	270200.00	270200.00	250000.
0	97706.38	2300.00	2216.15	1385.00	1385.00	600.
0	128836.92	332856.00	266697.51	327125.00	318349.85	311732.

ents for the Years 1959, 1960, 1961 and 1962 by K. Roberts, Audit

OF TOURISM 1959-1962

1960	1961		1962	
Actual	Estimated	Actual	Estimated	Actual
25745.91	40540.00	31764.85	41132.00	27983.20
12500.00	15000.00	15000.00	20000.00	19947.75
226235.45	270200.00	270200.00	250000.00	221657.08
2216.15	1385.00	1385.00	600.00	595.00
266697.51	327125.00	318349.85	311732.00	270183.03

, 1960, 1961 and 1962 by K. Roberts, Auditor-General.

difficult to judge the results of promotional campaigns of the Department. Only general indications are discernible. The rising trend of the industry, the increasing number of tourists, and the rapid increase of tourists' revenue, particularly from American tourists, can attest to the success of the Department. The expanding Department, the increasing number of publications and the large volume of promotional materials disseminated serve to indicate the progress of the Department.

However it is safer to see the achievements as one of a long term nature, related to the growth of the industry, rather than the immediate results of promotion by the Department.

The Department must not be complacent over the present rate of progress; more promotional efforts must be undertaken. The existing state of the industry, and its potential makes this step imperative. The number of tourist here is not very significant compared to the attainable number (of 55,000-70,000) in 1968 estimated by the Checchi Report,¹² a level which the present uncertain rate of growth (10-14%) cannot achieve. Further the traffic between Singapore and Bangkok and the fluid market have not been adequately tapped. Out of the 190,400¹³ and 295,229¹⁴ tourists in Bangkok and Hong Kong respectively, only 10,855 and 4,510 tourists¹⁵ came from these places. Further the great disparity between the number of visitors to Singapore and Malaya, revealed the tremendous potential to induce tourist to come to Malaya. As stated earlier, the return to money spent on promotion is good when compared to other countries. These factors only strengthen the argument for expansion of promotional efforts, which are so essential for the rapid growth of the industry.

¹²The Checchi Report p. 113.

¹³Pacific Travel News. February 1965, p. 41.

¹⁴Hong Kong Tourist Association Annual Report 1963/1964.

¹⁵Statistics Department, K.L.

THE ROLE OF THE PRIVATE SECTOR

Promotion - Private or Government's Role?

The private sector - the carriers, travel agents, tour operators, hotels, restaurants, and other allied concerns - have certain important role to play in the promotion of the tourist business. Forming the infrastructural setup of the industry, the well-being of the industry has great bearing on them; the growth of the industry is interwoven with theirs. Their business prosper and ebb with that of the industry. Hence one can recognise the importance and role of the private sector in the promotion of the tourist trade.

In the pursuit of their own aims and advancement, the private concerns advertise, promote, and sell the country to prospective tourists, and vie for a larger portion of the tourist trade. Hence the multi-farious advertising and sales promotional campaigns undertaken by carriers and others on the international and domestic plane. In fact the combined efforts of the carriers and other tourist organizations greatly exceed those of the government. In view of such immense general efforts on the part of the private sector in promotion, it becomes necessary to examine the role and importance of the private sector, its scope and limitations in tourist promotion.

Is tourist promotion a responsibility of the private sector, either individually or collectively, or the government? Views among those in the industry interviewed, are divided. Some were in favour of promotion being the sole prerogative of the private sector to the exclusion of the public sector, because they think the former possesses the drive, expertise, and finance necessary for such activities. Others feel that the government efforts can be improved upon tremendously.

The case for the private sector has been a vague one. Their case is usually based on the fact (or contention) that the people directly involved in the trade are the best people to carry out the promotion and development of tourism. Private enterprises, as they are, are aggressive, efficient and unrelenting in promoting their own interest and that of the industry. Their intimate and trade ties with the industry, their acquired expertise and

skill gives them a better position. Their operations are not stultified by bureaucratic red tape or delayed by elaborate ministerial and legislative sanctions. They possess the technical skill and finance to publicize and advertise effectively, either as individual organization or collectively through the agency of associations. Such institutions by virtue of their representation and pooling of resources and skill, will enhance the common aim of tourist promotion.

But there are fundamental defects if tourist promotion is left to the private sector. Private enterprises, by their very nature, does not promote tourism; they promote their own well-being. They project their company's name and neglect the image of the country. Distortions of the country's image, and the lack of emphasis on national themes are bound to result with detrimental results to the tourism potential of the country. Or there may be a lack of understanding or a misunderstanding of the country's touristic draws. Many people in the trade have displayed their ignorance by stressing the image of Malaya as a holiday resort, rather than a cauldron of diverse races. The absence of use of national themes regulates the importance of the private sector's role in promotion where the systematic development of tourist images are fundamental to the success of promotional campaigns.

The presence of divergent objectives of individual concerns and that of national tourism accentuates the problem. Private concerns working towards private aims need not necessarily work towards that of the industry as a whole. Objectives do not agree and may even clash - a phenomenon a third body, the government must prevent in the general interest.

The analysis is made on the presupposition that the private sector does promote vigorously in its market. But this factor is related and dependent on the position, size, financial strength and success of individual enterprises. Promotion is therefore dependent on these factors - factors that does not necessarily exist; and preconditions that may be prejudicial to the promotional efforts of the tourist industry.

All these point to the fact that it is the government or its appointed body that must undertake the major part of tourist promotion. Also the government has certain stakes in the industry: foreign exchange earnings, contribution to national income, the creation of jobs through the multiplier effects, and as another basis for diversification all render the planned and proper development of the

industry inevitable.

In addition, promotion by the government has certain advantages of its own. The private sector cannot afford to promote and develop the industry on such an integrated scale as the government. Technical assistance and co-operation from outside are more readily available to the government than to private bodies. Multi-country campaigns can be worked out to the benefit of tourism in the region. Many other advantages will accrue to a corporate whole in the form of government agencies, like increased efficiency, co-ordination and the pursuit of common objectives, which may not be accessible to the private enterprise acting in their private capacities.

However the importance of government's role does not exclude private initiative. The private sector, including non-profit bodies like Rotary Clubs, must be encouraged to help promote and develop, individually or collectively, the cause of tourism. Hence a blending of both government and private efforts is needed.

While the government promote tourism, it is the private sector that reaped the direct benefits of increased tourist traffic. This peculiar nature of tourist promotion, which give little direct returns to the money expended by the government, demands that the private sector must share the cost of promotion and aids in the efforts of government. The beneficial causation of government promotion to the private sector must be reciprocated. The actual contribution of the private sector can be worked out according to the circumstances and situation; it is difficult to state the delimitations of government's role, and the beginning of private efforts. Greater liaison and more co-operation can be achieved between the two in the first instance. Private funds and expertise can be channelled through Tourist Association or a National Tourist Association, or other institutions to supplement or aid government efforts in promoting specific objectives.

Tourist Association and Other Organizations

Besides the government other interested and non-profit bodies and organizations help in the promotion of tourism. Their efforts, though not very significant, are valuable in creating interest in, and fostering the acceptance of travels as pastimes and as economic propositions. Unhampered by any profit motives, their roles are genuine

and only limited by the question of finance. Being specialised bodies, this section of the private sector can help and advise the government and the private enterprises in tourist promotion and development.

Among these organizations active in promoting the cause of tourism are the Tourist Associations, the Rotary Club, Jaycees, Friends of Templer Park, Automobile Association of Malaya, Malayan Youth Hostel Association and the various Chambers of Commerce. The Rotary Club, and the Jaycees are active in rendering their assistance, financial and otherwise, to the government and other bodies, and direct efforts have been undertaken to stimulate keener interest in travel. The Friends of Templer Park has liaised closely with the Department of Tourism, and has received monetary contribution from the latter in the development of its facilities and swimming pool. The automobile Association of Malaya, has its own touring Department which aids members and oversea visitors in motor touring. Contact was maintained with international affiliated organizations; route maps, a Motoring in Malaya guide, touring documents and other touring facilities were rendered. Active assistance was given to the touring Wally Ryan Caravanners (from U.S.A.) in their tour of Malaya in 1963. Group motoring is also being fostered. In other ways the Malayan Youth Hostel Association has been meeting the increased needs of youths, both from abroad and within, in the provision of accommodation.

Spearheading the promotion in this sector are the Tourist Associations. There are 6 Tourist Associations in Malaya - in Penang (formed 1958), Malacca (1962), Cameron Highlands (1962), Kuala Lumpur (1962), Dindings (1963) and Kuantan (1962) - and another 2 in other parts of Malaysia (Singapore and Sabah). All the Tourist Associations in Malaya, with the possible exception of Penang, have not been very active nor effective in the promotion of tourism. Lack of finance and qualified personnel confined their activities to the distribution of brochures and maps, and rendering of information and allied activities. The Associations are supposed to foster local tourism, but efforts in this direction are meek, and by no means successful and easily forthcoming. Each liaises with the Department of Tourism and receives grants from it; but little or nothing transpire among the associations themselves, a limitation demanding action, maybe in the form of a National Tourist Association where more cohesive actions can be taken.

A case study of the Penang Tourist Association, selected because of its history, past performance, and the importance of Penang as a tourist centre can help to throw more light into the tourist associations, their efforts and future role.

The Penang Tourist Association: A Case Study.

The Penang Tourist Association was first started in 1956 as a state sponsored Board, but was converted into an association in 1967. It now has a varied and representative membership as shown in Table 8:-

TABLE 8

PENANG TOURIST ASSOCIATION
MEMBERSHIP BY TYPES, AS OF 24TH JULY 1964

<u>Type</u>	<u>Number</u>
Carriers & Internal Transport Operators ..	4
Travel Agents ..	9
Tour operators ..	5
Hotels & Restaurants ..	17
Banks ..	13
Others ..	35
Total	<u>83</u>

Source: Penang Tourist Association.

Among the objects of the Association are to assist in the development of the tourist plant and facilities in Penang, the fostering of the tourist trade, and the encouragement among residents of the Federation of Malaysia and elsewhere the practice of spending holidays in Penang.¹

¹Constitution and Byelaws of the Penang Tourist Association p. 1.

The Association maintains an information centre and office at King Edward place, where information, brochures and maps are rendered to all tourists. It produces and distributes a brochure, Penang for the Visitor, and a map of Penang. Thirty thousand of these were distributed in 1964 at the Information Centre.² Previous to this, the Association produced for overseas distribution 2 colourful brochures (Penang in Colour, and Penang, Holiday Island of the Far East), but these discontinued on the recommendation of the Department of Tourism which advised that the Association should concentrate its efforts in Malaysia.

The major proportion of the Association budget for promotion goes to the publication of its brochures. Of the \$18746.91 devoted to promotion (see Table 9) over 80% of it went to promotional materials,³ leaving little for other facets of promotion. However plans are being finalised with an advertising agency to produce an elaborate Directory, fully supported by advertisements for overseas and local distribution.

Advertising by the Association are merely token affairs consisting of small size advertisements in Pacific Travel News, official publication of PATA, of which the Association is a member. No local advertising was undertaken.

In addition, the Association liaises closely with the Department of Tourism. Close contact was kept with the state government, and a Sub-Committee of the Association has submitted a list of recommendations to the former regarding development projects in the Island to promote the tourist industry. The Association is conducting a training course for tourist guides to enable them to give better services to tourists.

Like all other Tourist Associations, its major problem is the lack of funds. Table 9 showed that income from subscription is small, while the major support comes from the state government (\$6,780) which contributed \$2 for every \$1 collected by the Association, and occasional

²Secretary, Penang Tourist Association.

³Secretary, Penang Tourist Association.

TABLE 9

PENANG TOURIST ASSOCIATION
INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR

<u>1962</u>	<u>EXPENDITURE</u>		<u>1962</u>	
9546	Salaries & Allowances	10057.56	3390	Subscrip
	Printing of Brochures,			Donation
4348	Advertising etc.	18746.91		State
90	Printing & Stationery	219.40		City C
	Postages, Telegrams			Georg
537	and Telephone	647.31	17000	
667	Office Expenses	549.56		Interest
345	Subscriptions paid to PATA	345.43		Balance
31	Insurance	61.85	-	Expendi
715	Rates and Rents	635.00		the yea
105	Audit & Accountancy Fee	105.00		1963
707	Miscellaneous Expenses	-		
116	Commission Paid	-	-2819	
-	Employees Provident Fund	387.00		
	Depreciation written off :			
364	Furniture & Fittings	290.00		
		<u>\$32045.02</u>		
<u>\$17571</u>		<u>=====</u>	<u>\$17571</u>	<u>=====</u>

Source: Penang Tourist Association.

TABLE 9

PENANG TOURIST ASSOCIATION

INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31ST DECEMBER

1962	INCOME	PENANG TOURIST ASSOCIATION
3390	Subscriptions from Members	INCOME AND EXPENDITURE ACCOUNT
	Donations received from	1962
	State Government	3390
	City Council of	
17000	Georgetown	
-	Interest Received	
	Balance being excess of	
05.00	Expenditure over Income	
05.00	the year ended 31st	
-	1963	
-2819		
37.00		
90.00		
45.02		
<u>\$17571</u>		

Tourist Association.

TABLE 9

PENANG TOURIST ASSOCIATION

EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31ST DECEMBER 1963

	<u>1962</u>		<u>INCOME</u>	
10057.56	3390	Subscriptions from Members		3510.
18746.91		Donations received from :-		
219.40		State Government	6780.00	
647.31	17000	City Council of Georgetown	1000.00	7780.
549.56				
345.43		Interest Received		100.
61.85	-			
635.00		Balance being excess of		
105.00		Expenditure over Income for		
-		the year ended 31st December		
-	-2819	1963		20655.
387.00				
290.00				
<u>\$32045.02</u>	<u>\$17571</u>			<u>\$32045.</u>

association.

TABLE 9

TRIST ASSOCIATION

FOR THE YEAR ENDED 31ST DECEMBER 1963

INCOME

Subscriptions from Members	3510.00
----------------------------	---------

Donations received from :-

State Government	6780.00
------------------	---------

City Council of Georgetown	1000.00	7780.00
-------------------------------	---------	---------

Interest Received	100.00
-------------------	--------

Balance being excess of Expenditure over Income for the year ended 31st December 1963	20655.02
--	----------

\$32045.02

grants from the City Council (\$1,000), and Department of Tourism. In spite of this, the Association is realising its role within its means. The Association is concentrating its efforts in promoting local tourism, and inducing tourists to Penang from neighbouring countries like Thailand and Hong Kong. An active advertising and sales promotional campaign is planned for all major towns in the country and Thailand. With this, it is hoped that the increased inflow of tourists to Penang will give the necessary impetus towards greater development.

However further efforts must also be forthcoming in order to achieve the proper promotion and growth. The development of package tours with Penang as a port of call, more aggressive promotional efforts on the part of the Penang Tourist Association and the Department of Tourism, the development of facilities (particularly hotels, airport, night life, and the Penang Hill Road) and greater liaison with local and international bodies must come about. The need for qualified personnel and a statistical basis for research (especially motivational, as to why international tourists visit Penang) and other administrative purposes is urgent, and such findings can be effectively used to the Association's advantage in promotion and development of tourism.

Private Enterprises

Most private companies in the industry promote tourism in their own way. They advertise locally and overseas, promote their sales, and publicise the touristic attractions of the country.

Those enterprises directly concerned with the industry, like travel agents, tour operators, hotels and carriers, are more aggressive in their promotion. They join local and international tourist and trade organizations interested in the common objective of promoting tourism. Their contacts with the counterparts in other countries, particularly the major markets of the United States and Australia, and their advertising in trade journals, like Pacific Travel News, ASTA Travel News and American International Travel serve to induce tourists to the country. Carriers, like P & O lines and Cathay Pacific Airways, are fostering package tours to this part of the region with Malayan ports of call.

Enterprises not directly related to the inflow of tourists like caterers, souvenir-sellers and transport are less active in promotion but they nevertheless helped to foster the growth of industry. Their major role is looking after and satisfying the needs of tourists when they are in the country.

The private sector in the Malayan tourist industry is progressive and efficient. This is evident in their active participation in the industry, their promotional efforts, and their close and frequent links with travel agents and travel organizations in other parts of the world. Their efforts are varied, and collectively they do more promotion than the government - rendering their contribution to tourist promotion important.

Government Promotion and the Private Sector

Interviewing a sample cross-section of the private concerns in the tourist industry,⁴ from which this general analysis is based, the writer encountered certain reactions and feelings about the government promotional efforts and role which are of interest to this study.

Many of the concerns interviewed, particularly the locally owned ones, are critical of the Department of Tourism's efforts, and expressed the view that 'we are stumbling our way through'. Others, maybe foreign owned and more reserved are non-committal and viewed that the Department is approaching promotion correctly within its means. But most are agreed that there is inadequate promotion, and that the government is not budgetting enough money for this. They felt that the government has not realised the full importance of promotion; they do not expect the government to undertake it on the scale like Hong Kong and Japan; but wished for increased promotion and development. There is also a lack of confidence in the existing efforts of the Department, and felt that the present efforts are inadequately run and could be improved upon. The lack of

⁴Comprising of travel agents, tour operators, Airlines, Ocean Lines, hotels, Information Agency and a few others in Kuala Lumpur and Penang, the principal centres, where the private sector is well developed.

skilled and suitably qualified personnel in the Department is one of their concern, and to this was partly attributed the lack of success in promotion. Suitably qualified men should be engaged to help run the various promotional campaigns.

There is a general lack of liaison between the government and the private sector, particularly in tourist promotion which was stated earlier should have the knowledge, support and assistance of the latter. The only relation with the Department is the infrequent request to distribute or act as outlet to disseminate the promotion materials of the Department, or an occasional request of co-operation in specific matters. Some of the local agencies expressed the lack of help and assistance from the Department which was supposed to foster the freer exchange of ideas between the two sectors. Further there is a lack of representation in efforts of the Department which demand some form of private representation. Dissatisfaction was expressed about the representation in the working committee established by the Department to draw up a blue print for the promotion and development of tourism and its inclusion in the First Malaysian Development Plan. Such lack or absence of consultation, liaison and active participation may have also contributed to the lack of confidence in the efforts of the Department.

Apparently there is a need for the proper channelling of private participation and advice to the government. The liaison office in the Department has not been active nor effective. Pointers establish the need for some sort of a consultative body, where private interests and representation can be adequately made. A national Tourist Association or Board may be practical in this respect.

There is understanding among those interviewed of the future of tourism, its immediate potentialities, and problems, and the need for government to exploit the situation with an efficient and integrated promotional campaign. Most of them were impressed by the efforts of the Singapore Tourist Promotion Board, and this can serve as an indication for the Department's future plans.

The future demands integrated efforts by both government and the private sector, while the government must intensify its efforts, the private sector must assist and

supplement the efforts of the former in promotion. This calls for more liaison and consultation between the 2 sectors. The many Tourist Associations have not been effective in meeting this task. A National Tourist Association, drawn from the local tourist associations and private sections of the industry may be feasible in this direction. Finance and contribution from the private sector to the national efforts can be channelled through this national association by way of subscriptions and grants. This body will serve as an efficient instrument of consultation between the 2 parties. It can be more ambitious and undertake all the tourist promotion under the direct auspices of the Department of Tourism, which shall then relinquish its promotional functions to this body. This is a departure and can be successful as the Japan National Tourist Association proved to be.

In addition to this, there is a need to co-ordinate the individual promotional efforts of private companies and that of the Department. Private advertising should be co-ordinated to help support and supplement the government campaigns and aid in the presentation of a continuous image; for example by the consistent use of a standard theme or logotype. Private carriers can be encouraged to promote packages to the advantage of national tourism. Only a proper understanding and blending of government and private efforts through the appropriate channels, can be effective in promotion of the tourist industry.

CHAPTER VII

PROMOTION OF LOCAL TOURISM

Internal Promotion

Tourist promotion, as stated earlier, is to be undertaken at 2 levels; one aimed at the international tourist, the other at local tourism. The former has been dealt with in great length, and one cannot fail to feel the emphasis given to it in government and trade circles, a factor which itself has retarded the proper growth of the industry. The promotion of local or domestic tourism has been neglected. The neglect has 2 aspects: internal promotion to foster the understanding and acceptance of tourism, particularly international, and to create a consistently favourable atmosphere for it in government and other circles; and promotion to stimulate and arouse travel among Malaysians in Malaya.

There is widespread misunderstanding and ignorance about international tourism. Government officials are indifferent to tourist promotion and lack intimate notions of the benefits and usefulness of the process. The public at large is not aware of the importance of or the opportunities for participation in the tourist business. Moreover there is little understanding about the interdependence of the various parts that make up the tourist business, or a grasp of the importance of encouraging courtesy, helpfulness and friendliness among local residents with whom tourists come in contact. Nor is there much understanding that tourism provides an economic means of preserving the cultures and traditions of the country, because what most tourists want is to see the way of life and the traditional events of the country.¹

All these can be tackled by an internal 'protourism' promotional programme built upon reliable data and information and disseminated through press releases, news bulletins, publications, broadcasts and talks. Protourism pamphlets explaining how tourism benefits local people are important and necessary tools.

¹The Checchi Report pp. 33-39.

Promotion of Domestic Travels

No conscious efforts are made to stimulate travel among residents within Malaya, and foster internal tourism as a form of pastime and holiday. The increased flow of people within the country and their frequent contacts can contribute to greater understanding among the people, and inculcate the spirit of harmony and tolerance. This form of tourism will provide the 'staying force' for the industry and also pioneer the development of tourist projects. Increased desire to spend holidays in different parts of the country will encourage development by private enterprises. More facilities and amenities will be built to meet the increased demands of local tourists, which subsequently can be used for international tourism.² A programme for local tourism ultimately becomes one for the international tourists. For example induced influx of tourists to the East Coast of Malaya can give the industry there a stimulus to develop hotels and allied facilities which in turn can be used for and sustained by international tourists. In this manner local tourism can pioneer the growth of the industry, and is undoubtedly its mainstay.

Although such promotion may also induce Malaysians to go overseas for their holidays (out-tourism) and therefore adversely affects the balance of payments, this will not minimise the importance of promotion of local tourism. In fact Malaya has an unfavourable out-tourism compared to in-tourism position. In 1964 Malaysians spend \$28.1 million abroad for tourism; while the tourist receipts is only \$14.1 million.³ This all the more enhance the

²In Japan, U.S.A., and Australia local tourism has greater economic significance than in-tourism (from international tourists) and has contributed to the latter growth.

³The position in 1963 was \$24.6 million to \$10.2 million; and \$20.9 million to \$9.4 million in 1962. The position therefore is improving. Source: Department of Statistics, K.L.

The tourist associations have not been spectacular nor successful either. Formed specially to promote tourism to their respective areas; their efforts are limited and suffer many inadequacies as mentioned in Chapter V. Being more of 'advisory' bodies than anything else, their undertakings are mainly nominal; and positive measures only being the dissemination of information, the distribution of pamphlets and limited promotional activities. The Penang Tourist Association is the oldest and most active. The Dindings Tourist Association, fighting for expansion grants from the Perak state government distribute the Pangkor and the Dindings folder, a joint effort of the Department and the Rotary Club of Sitiawan. But its notable success is the Sea Carnival or Pesta Laut held in June or July which attract thousands of visitors from many parts of Malaya - a success that the Penang Tourist Association can take heed to revive the water festival held regularly a few years back. The efforts in Kuantan are increasing and special attention is given to make the area more attractive and easily accessible to motorists by the construction of bridges and better roads. The Cameron Highlands⁷ and Malacca Tourist Associations have been dormant.

It is noteworthy that the Tourist Associations are beginning to realise their real and effective role within the limits of their means. The Penang Tourist Association is re-directing its active efforts to promote Penang as a resort centre in Malaya and the neighbouring countries. The wall of bias against travel in the East Coast is corroding and more systematic efforts are following to eradicate such feelings. As representative organizations of private bodies and concerns, the Tourist Associations can further its role and stimulate interest among trade circles to reorientate some of their attention from international tourists to local travellers. The link between in-tourism and local tourism has to be clarified to them to achieve a better private-and government interest in the industry. As such the role of the local Tourist Associations are of paramount importance in the immediate fostering of local travel and the induced development of the travel plant.

⁷The Cameron Highlands Tourist Promotion Association recently (May 1965) opened its Tourist Information Bureau.

The private sector has not been slow in seeing the tourist potential of Malaya and have opened travel agencies, some unregistered and operating for specific groups at specific times, to cater for sightseeing tours. Increasing number of conducted or package tours are evident to such scenic places like Penang, Taiping, Malacca and Singapore. Malayan Railways demands special mention in its promotion and its theme of 'See more of scenic Malaya by Malayan Railways'. Other non-profit bodies are dedicating more of their efforts to induce local travel; and among them, the Automobile Association of Malaya and the Malayan Youth Hostel Association, are active participants.

In spite of this discernible trend in local tourism, there is noticeable need for its promotion. The prevailing concept of tourism and the growing awareness of travel for recreational values are fundamental factors to be utilised in promotion.

In addition to the need for promotion of local tourism, the basis for it also existed. The high per capita income of \$800 existing now in Malaya indicated that a substantial proportion of the population, particularly those in urban areas, have achieved a high standard of living and have enough money for more luxury and recreation. These people can be induced to make use of their leisure and money in the form of travel. Further the increasing number of cars and car owners can form another basis for tourism - motoring. There are 124,651 private motor cars in Malaya,⁸ and if only an additional 10% of these car owners can be induced to travel around Malaya, the tourist industry will be given a big boost. This basis can also be used to popularise camping and touring around the country, complete with caravans - a practice not taken up in Malaya yet. In addition to these, the infrastructural basis and facilities existed for travelling. The network of road is excellent and hotel facilities at prices and standard acceptable to local tourists are found throughout the country.

It is quite regrettable that with such basis and

⁸Monthly Statistical Bulletin of the States of Malaya. August 1964, Department of Statistics, K.L. p. 75.

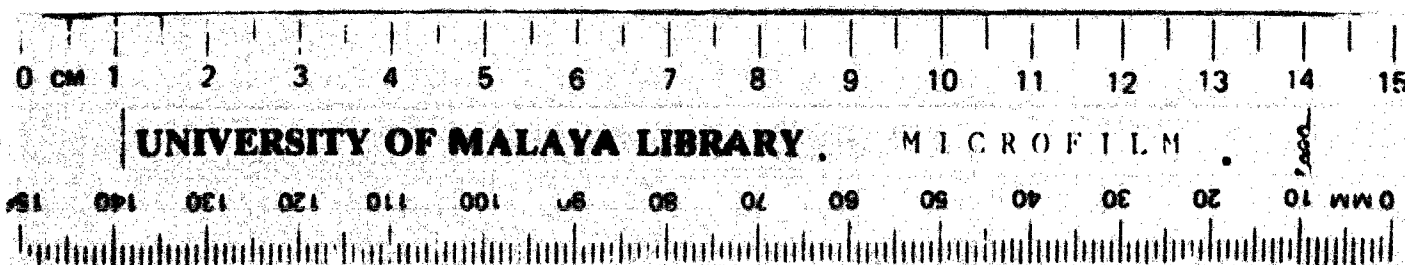
needs for local tourism, the government have not undertaken any conscious efforts in this direction. The Department of Tourism must ergo be supported by a built-up statistical framework, and request for additional funds for such promotion.

Once it is possible to embark upon a protourism promotional campaign, however humble the beginning may be, it will be possible to clear some of the misunderstanding and ignorance regarding tourism. The factual and economic basis of tourism, built up from a research programme can be put forward to government and other circles. These information can be disseminated through regularly published newsletter or bulletins distributed to top government officials and trade circles. The Department of Tourism should try to produce such a bulletin at least once a month. Frequent press releases and other current news items of tourism in Malaya and other (neighbouring) countries can also create interest and understanding. Talks on tourism by top officials and prominent visitors and businessmen can be organized, and even broadcasted through the radio or Television. Then there is a need for protourism pamphlets, explaining how tourism benefits local people, the government and the economy, concisely put in the laymen's language and backed by figures. These pamphlets should be given widespread internal distribution, may be at nominal charges to cover part of the cost.

In addition to these, the Department can directly induce travels among Malaysians. But lack of staff and finance may not permit this, and in this case, it can still be achieved through the Tourist Association. The respective Tourist Associations have vital role in promoting local tourism, and it is important that their limited budget should be directed to such efforts. More aggressive advertising and promotion within Malaya (and neighbouring countries, particularly Thailand) must be undertaken, and their efforts can be co-ordinated by the Department or a National Tourist Association. More publicity must be given to the many holiday resorts, scenery and special carnivals and occasions. Posters, displays and other promotional materials can be put up at appropriate and strategic points (railway stations, ferry terminals, and other points of congregation) to induce travel. Conferences, conventions and seminars of government bodies, unions and companies can be encouraged to be held in the respective tourist centres, with some form of pre- and post-convention sightseeing. More publications and magazines, devoted to travel and

tourism can be encouraged and the increased publication of literature can enhance knowledge and desire for travel within the country.

In these promotion greater co-operation must be achieved between the Tourist Associations and government on the one hand, and between the Tourist Associations and private sector on the other. Both sides must render assistance, financial and otherwise, and advice to the Tourist Associations in their efforts to promote a beneficial cause. State governments should give more financial assistance to the Tourist Associations, and undertake development projects to construct more facilities and improve tourist sites. The private sector should be encouraged to make more positive contributions, particularly financial in the form of increased campaigns to boost their business and that of tourism.



CHAPTER VIII

REVIEW AND CONCLUSIONS

Review

This survey and analysis have revealed many points of interest, and pointers for the future. The tourist industry in this country has good future; but its development as far has not been spectacular. To this lack of development, are attributed many factors and shortcomings which have become clear by now. There is a need for appraisal and meticulous scrutiny of these situations and limitations, particularly on the part of the government and the Department of Tourism. It is only with a proper and clear understanding of the subject that effective steps can be initiated to remedy the shortcomings.

From this study are evident many areas for improvement and progress, and it is hoped that the recommendations for them can be acted upon to the advancement and well-being of the tourism industry of Malaya.

Recommendations

The desired level and growth of tourism will not occur automatically. The country will have to undertake more vigorous and integrated promotional campaign over a long term period, involving a larger tourist promotion budget and the services of qualified and competent personnel. The overall campaign is to be undertaken through three levels, aimed at the international and local tourists. The 3 levels of activities are:

(i) government's vital role in promotion and co-ordinating the growth of the industry

(ii) the role of the private sector.

(iii) regional or co-operative efforts (with other countries) in promotion, technical assistance, facilitation of travels and allied activities.

CHAPTER VIII

REVIEW AND RECOMMENDATIONS

Review

This survey and analysis have revealed many points of interest, and pointers for the future. The tourist industry in this country has good future; but its development so far has not been spectacular. To this lack of development are attributed many factors and shortcomings which have become clear by now. There is a need for appraisal and meticulous scrutiny of these situations and limitations, particularly on the part of the government and the Department of Tourism. It is only with a proper and clear understanding of the subject that effective steps can be initiated to remedy the shortcomings.

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- (i) government's vital role in promotion and co-ordinating the growth of the industry,
- (ii) the role of the private sector.
- (iii) regional or co-operative efforts (with other countries) in promotion, technical assistance, facilitation of travels and allied activities.

More Regional Co-operation.

The need for more regional co-operation in tourist promotion rest on well-founded basis: among them, the multi-country nature of tourism which reflect the needs of tourist to see as many places as possible in a trip, the pooling of resources, and exchange of technical knowledge and skill, the sharing of cost and the possibility of greater co-operation and understanding among nations.

(i) Joint promotional campaigns (advertising, displays, publicity) should be undertaken with neighbouring countries like Thailand, Singapore, and Philippines. eg. joint ASA campaigns¹ with Thailand in America; mutual distribution of promotional materials in each other tourist centres and offices.

(ii) Arrange for closer co-ordination of promotion of countries in this region. When one country launches a special promotional campaign, special efforts should be made to obtain the support of others. eg. lure delegates to ASTA Conference in Hong Kong later this year to a package tour down to Singapore.

(iii) Joint financing of overseas offices in principal market points, particularly with Thailand, which is also in urgent need of overseas offices; or arrange with the Singapore Tourist Promotion Board for service of its offices in Los Angeles, New York, Sydney, Melbourne, and Canberra.

(iv) Promote multi-country package tour with other countries eg. 'Pearl of East Package' of ASA countries, or 'Crescent of Far East' package with Thailand, Macau, Hong Kong, Taiwan and Korea.

¹ASA or Association of South-east Asia, consisting of Malaya, Thailand, and Philippines had a successful 'Visit ASA Year' in 1963. But with the formation of Malaysia and the break up of relations with the Philippines, ASA became dormant. It has good prospect of being revived now.

(v) Technical assistance and exchange can be undertaken with other countries or organizations, like PATA, ITCO and ECAPF.² The proposed technical training and exchange scheme of ASA (1963) can be revived.

Greater Liaison and Co-operation with the Private Sector.

Greater liaison and co-operation is needed between the private sector and the government. This can be achieved through a National Tourist Association, representing the local Tourist Associations, or the private sector, where advice, help, and financial assistance can be channelled. In addition, an Advisory Council on tourism, drawn from representatives from trade and interested circles, can be instituted to advise on the promotion and development of the tourist industry.

Emphasis should be given to co-operative and joint campaigns with carriers, particularly international carriers, in advertising, distribution of promotional materials, and the use of integrated themes. Package tours can be developed with the help of carriers, like Malaysian Airways and P & O Lines.

Develop an Integrated and Long-term Promotional Programme.

The government, or Department of Tourism, must develop an effective, integrated, long term promotional programme based on proper research (market, media and allied research), and undertaken consistently and vigorously by more and competent personnel. This will involve bigger budgets and a better system of budgeting.

(i) Integrate and schedule the many facets of promotion - advertising, sales promotion and publicity - so as to achieve the objectives of promotion. A system of criteria and indicators to gauge success of campaigns must be developed for purposes of checking and use in 'protourism' campaigns.

²See recommendations by ECAPF. op. cit. p. 48.

(ii) Increased advertising should be undertaken in Britain and the fluid market, neglected spots of government's advertising. Joint advertising can be undertaken in Britain with other departments (like Industrial Division of the Ministry of Commerce and Industry) or organizations concerned with the industrial and economic development of the country (eg. MIDFL), and should stress a pleasure-cum-business theme. Efforts should be increased in Thailand, Hong Kong, and Japan to tap the fluid market.

(iii) All passengers arriving by air or sea should be given full information or the relevant publications (category No. 3.) about Malaya on or before landing.

(iv) The existing impressive publications should be improved upon (for contents and quality), and subjected to a systematic categorization of the 4 classifications and purposes enumerated to eliminate duplications and ineffective presentation of data.³

(v) Need has been stressed for a more comprehensive and reliable tourist guide and directory, detailing the things to do and see, festivals, cuisines, entertainments, accommodation, shopping, transportation, banks, and other data and where to get information. A special folder can be developed to capitalize on the country's main tourist attraction - its cosmopolitan nature of diverse races, - with information and illustrations of festivals, cuisines, and ways of life of the Malays, Chinese, Indians and indigenous people.⁴

(vi) The Department should encourage and work with the Malaysian Film Unit in developing new films on Malaya's tourist attractions, and in seeing that such films are regularly screened at key points in the market.

³Chapter V pp. 41-42.

⁴Chapter V pp. 44-45.

(vii) More concerted publicity and display efforts are needed. Systematic preparation and distribution of news releases and photographs (a photography maintaining unit and library to facilitate this) for overseas and local publicity must be regularly undertaken. Expert publicity firms overseas may be engaged to undertake publicity activities to help offset apprehension about visiting Malaya.

(viii) It is possible and effective to give some briefing to students and other delegations going abroad to 'sell' and explain Malaya (and Malaysia) to those they come into contact with.

Develop Appropriate Theme and Copy Strategy.

Difficulties and inadequacies of theme and copy strategy have already been expressed. While importance must be attached to the Malay element in theme and image building, more effective themes will take the form of stressing the multi-racial colour of the country. Advertising themes and illustrations must be planted on this basis. A copy with illustrative insets of Malay, Chinese, and Indian festival scenes, effectively layouted, can be effective in this direction; or the themes can be scheduled in another way, with each copy depicting each type of attraction and suitably integrated over a period. However other relevant themes - as scenic Penang, historic Malacca, Moorish forms, diversity of natural colour, economic progress and political stability - are also to be utilised in suitable strategy.⁵

The lack or absence of a single image as subjects symbolic of Malaya, like the junk of Hong Kong or Wat of Thailand is apparent; and it is not an easy process to select and foster the acceptance of a Malayan image. Hence it may be more desirable to build up a logotype of the words Malaya (or Malaysia) and a slogan which are to be used consistently and conspicuously on travel folders, advertisements and other promotional materials by both the Department of Tourism and the private sector. The logotype or distinctive lettering for the name of the country can be supplemented by a design surrounding these letters, with a

⁵Chapter IV pp. 36-39.

specific colour scheme and slogan, to help create an attractive image of the country. A few examples are suggested in Appendix III; but accepted ones must be reflective of the image and moods of Malaya, and should be as national and unique in character as possible.

Promote Package Tours.

The development of package tours is the most effective way to quickly promote the tourist industry.

(i) The following package tours can be arranged through consultation and agreement with the various countries (or tourist organizations) and carriers, travel agents and hotels concerned:-

(a) A 'Crescent of Far East' package including Malaya, Singapore, Bangkok, Macau, Hong Kong and even northwards to Korea.

(b) A 'South Pacific Package' extending from Tahiti, New Zealand, Australia, Bali, Singapore, Malaya and Thailand.

(c) 'Pearl of the East' package to Manila, Bangkok, Penang, Kuala Lumpur, Singapore and Malaysian Borneo.

(ii) Within the country, a 7-day Malaysian Package Tour, with 1 day stopover in Penang (from Bangkok), 2 days in Kuala Lumpur (with a possible 1 day excursion to Malacca or Port Dickson), 2 days in Singapore (and Johore Bahru) 1 day in Kuching, and the last in Jesselton, can be effectively promoted by Malaysian Airways. The routes can be reversed for those coming in from Manila.

(iii) 'Through' and 'circular' tours can be promoted for international as well as local tourists. 'Through' tours incorporating the 'artery concept'⁶ of direct tourist flow can be planned

⁶All package tours must be developed on this line so that tourist coming in from one point can complete the tour by going out in another in a flow process: backtracking to the first point for exist is uneconomical and waste of time.

from Alor Star, and Pulau Langkawi southwards to Penang, Ipoh, Kuala Lumpur, Seremban, Malacca and Singapore; or from Singapore to East Coast Kuantan, Kuala Trengganu, and Kota Bharu by Malaysian Airways. The excellent network of roads enable 'circular tours' by motoring to the undertaken from Singapore to the East or West Coast, visiting places like Mersing, Kuantan, Fraser's Hill, Kuala Lumpur, Seremban, Malacca and down to Johore Bharu. Similiar trips can be conducted from Penang to the East and West Coast.

(iv) The lack of time make extensive tours impractical for many international tourists. Hence the need for more elaborate tours around the principal tourist centres. Kuala Lumpur have well defined tours, but they lack items of a cultural nature. Regularly scheduled performances and presentation of Malayan folk art and customs should be organized by the Department of Tourism and other interested bodies like the Art Council and Museum.

(v) The possibility of attracting convention or 'group' business is good. Delegates attending conferences and events in neighbouring countries can be attracted to Malaya. Malaya can also directly sponsor the annual PATA conference or other conventions for increased business and prestige.

Internal Promotional and Local Tourism.

(i) Need has been stressed for internal promotion to foster the acceptance and proper understanding of tourism in the country, carried out through 'protourism' campaigns based on reliable data and disseminated widely through pamphlets, news bulletins, releases, and other media.

(ii) Local tourism and the prospects of camping, motoring, fishing, and safari trips have bright future. Emphasis must be given to the role of the local tourist associations, local and state Authorities, and the proposed National Tourist Association, the development of facilities and local colours, and the undertaking of publicity locally and in Thailand.

Expand the Department of Tourism.

To perform effectively its many functions, the Department of Tourism must be expanded and strengthened. The enlarged Department should include 3 broad sections: promotion, development, and planning (including administration and research), under a Director of Tourism, responsible to the Minister of Commerce and Industry. Each section particularly the promotion one, should be staffed with adequate number of skilled and qualified personnel. Within the promotion section, competent persons must be put in charge of advertising, sales promotion and publicity, while the Director's job is to co-ordinate their functions with that of the other two sections. At the national level, it is also the Director's task to co-ordinate the activities of the Federal Department, the respective regional organizations (including the Singapore Tourist Promotion Board) and the proposed National Tourist Association.

If increased functions and activities warrant, it may be possible to convert the Department to an independent and more enterprising Board, reporting to a Board of Directors, with the Malaysian Director of Tourism as its Chairman, who reports to the Minister.

Private participation can be channelled through the National Tourist Association, which should render advice, assistance and other forms of co-operation to the Department of Tourism. It may be possible or necessary to solicit funds to reduce the burden of the government, and hence to ensure active co-operation and participation of the private sector through this machinery. Special sub - or working - committees, staffed primarily with representations of businesses concerned with the tourist industry can be established from time to time to meet and make recommendations to the Director of Tourism concerning specific or general problems. A more permanent Advisory Council on Tourism, with representatives drawn from government departments, National Tourist Associations, business concerns, and interested bodies can be set up to advise the Department of Tourism on promotion and development of tourism in the country. This may ensure more widespread interest in and the balanced growth of the tourist industry.

More Skilled and Competent Personnel Needed.

The smooth running of the expanded Department with its increased functions require more skilled and

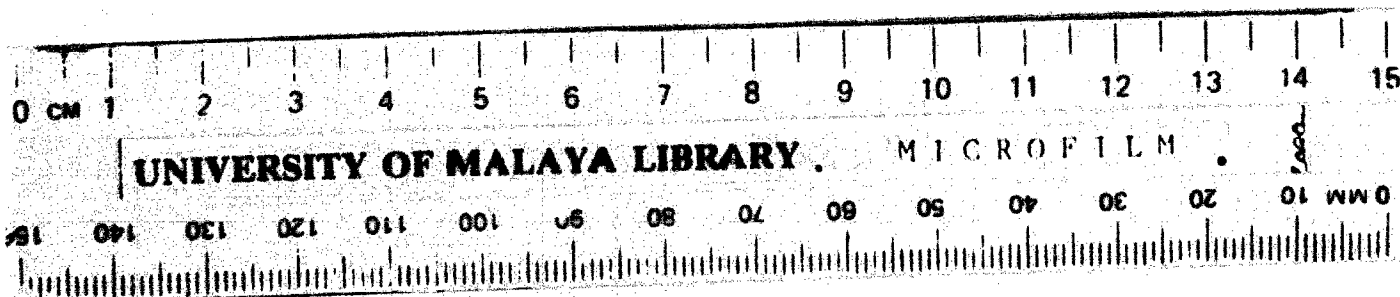
competent personnel. These can be employed locally, or supplemented by personnel from technical assistance programmes from outside the country and bodies like U.N. and ILO. Such technical assistance can be given on a multi-country basis, with Malaysia and her neighbouring countries making joint use of such assistance.

Need for Research

The lack of statistical and factual basis for promotion and planning demands the development of tourist research programme, and the compilation of more reliable tourist statistics. Such research, undertaken jointly with the Department of Statistics, and other bodies concerned will serve to provide pertinent information and facts about tourism and provide an effective basis for promotion, development and planning of the industry.

Integrate Promotion with Overall Development.

Tourist promotion, by itself will not be adequate or successful to achieve its objectives. There is also the important need to integrate promotion with other areas of activities, particularly planning and development in order to ensure the rapid, balanced, and sound overall growth of the tourist industry.



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IMALAYA

2004
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A holiday in
Malaya is gay and
exciting if you
want to see all of
the Orient come to
life. You will find the
romance and splen-
dour of the past
with all the com-
forts of today.

THE
OFFICE
OF

ALFA

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MANAYA

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HOLID



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GEOGRAPHIC





HOLIDAY



NATIONAL
GEOGRAPHIC

Reader's
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So come to
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stopover in Malaya.

Good tropical mountains and
the best in a friendly country
stopover for business in
Malaya, 1901 Massachusetts
S. A. D. C. Department of
the Lumpur, Malaya.



It really does look like a
thousand islands.

A study of some in many
islands at the market.

Malaya is a beautiful
land for your comfort.

Charm and
colour that
you'll find
enchanting.

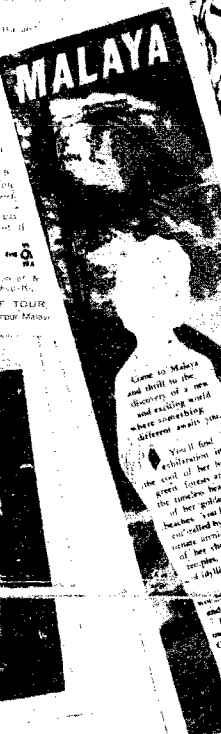


When to Malaya you find the
charm of a new and exciting world
where everything is new and
different. The charm and colour of
the new world where the charm
of a new world is found.

A new world of culture and
customs, traditions and legends, colors
and patterns, music and folk songs
and more.

Come to Malaya and
the charm of the
new world is found.
A new world of culture and
customs, traditions and legends, colors
and patterns, music and folk songs
and more.

Write in today to
the
Embassy of the Federation of
1901 Singapore City Singapore
OF DEPARTMENT OF TOUR
P.O. Box 120 Kuala Lumpur Malaya

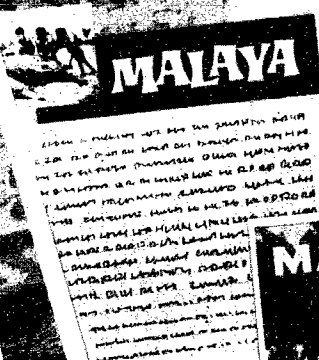



MALAYA

Come to Malaya
and find the
charm of a new
and exciting world
where everything
is new and
different.

You'll find
exhibition in
the land of the
green forests and
the modern beauty
of the golden
beaches. You'll be
captivated by the
charm and color
of the churches,
temples, mosques
and the villages.

Write in today to
the
Embassy of the Federation of
1901 Singapore City Singapore
OF DEPARTMENT OF TOUR
P.O. Box 120 Kuala Lumpur Malaya



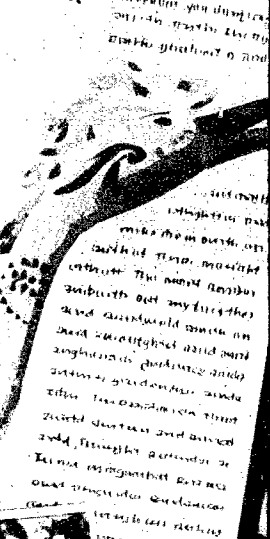
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P.O. Box 120 Kuala Lumpur Malaya

STOP
ON ANY
TOUR



STOP
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and the villages.

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1901 Singapore City Singapore
OF DEPARTMENT OF TOUR
P.O. Box 120 Kuala Lumpur Malaya



MALAYA

For charm and
colour that
you'll find
enchanting
come to
magnificent
Malaya.

THE
NEW YORKER





MALAYA

Come to Malaya and thrill in the discovery of a new and exciting world where everything is different and new.

You'll find civilization on the coast of Malaya, the golden beauty of the tropical beaches, and the excitement of the modern life of the cities.

Write to today to:

Malaya Department of Tourism, P.O. Box 328, Kuala Lumpur, Malaya.

MALAYA

Malaya is a land of many faces. It is a land of many wonders. It is a land of many adventures. It is a land of many discoveries. It is a land of many surprises. It is a land of many delights. It is a land of many pleasures. It is a land of many joys. It is a land of many happinesses. It is a land of many loves. It is a land of many dreams. It is a land of many hopes. It is a land of many futures. It is a land of many possibilities. It is a land of many wonders. It is a land of many adventures. It is a land of many discoveries. It is a land of many surprises. It is a land of many delights. It is a land of many pleasures. It is a land of many joys. It is a land of many happinesses. It is a land of many loves. It is a land of many dreams. It is a land of many hopes. It is a land of many futures. It is a land of many possibilities.

MALAYA

For charm and colour that you'll find enchanting come to magnificent Malaya.

MALAYA

A MUST-STOP ON ANY TOUR

Malaya is a land of many faces. It is a land of many wonders. It is a land of many adventures. It is a land of many discoveries. It is a land of many surprises. It is a land of many delights. It is a land of many pleasures. It is a land of many joys. It is a land of many happinesses. It is a land of many loves. It is a land of many dreams. It is a land of many hopes. It is a land of many futures. It is a land of many possibilities.

MALAYA

MALAYA

Charm and colour that you'll find enchanting.

A holiday in Malaya is gay and exciting. If you want to see all of the Orient come to Malaya. For the romance and splendour of the past with all the comforts of today.

Write to today to:

Malaya Department of Tourism, P.O. Box 328, Kuala Lumpur, Malaya.

THE NEW YORKER





Department of Tourism

MINISTRY OF COMMERCE & INDUSTRY,
FEDERATION OF MALAYA

Telephone: 89837

P. O. Box 328,

Cable: "Mincomind"

KUALA LUMPUR.

Dear Travel Agent,

It's easy to sell a stopover in Malaya.

South of Bangkok and north of Singapore — that's where your client will find MALAYA. What better positional advantage could you get to make any Pacific or World Tour a bigger sales package for you!

Seven international airlines operate in and out of Kuala Lumpur, capital city of Malaya. Sixteen major shipping lines serve Malayan ports of Penang and Port Swettenham.

Our national airline and national railway give special concessions for package tours. Our many luxury hotels are fully commissionable.

Our Department will co-operate with you in every way to make Malaya a destination you will find easier and easier to sell.

Yours sincerely,

(OSMAN SIRU)
Tourist Promotion Officer.



Meet You and Your Client In Malaya!



Powerful advertising has already helped to promote all Malaya. Can we help you to clinch the sale? Just check the list below and send us a postcard listing your requirements.

Travel Agent's Manual
Counter Cards
Posters
Tour Guides

General Folders
City Portraits
Brochures
Tourist Films





are
you
in
the
picture?

LIST OF PUBLICATIONS AND PROMOTIONAL MATERIALS OF THE DEPARTMENT OF TOURISM, 1965

A. GENERAL TRAVEL FOLDERS:

- (1) Selamat Datang - Malaysia Welcomes You generously and gorgeously sprinkled with colour illustrations, and introduces Malaysia for pleasure and business in a wonderland of contrasts, sunshine, festivals and colour. Transportation, climate, people, government, clothes, currency and travel formalities are briefly covered, with spotlight on hotels, cuisines, entertainment, shopping, sightseeing and industries. A map is also included.
- (2) Malaysia Tour Guide and Map a folder in 3 colours suggesting tours to the cities of Malaysia, idyllic islands and hill resorts. Travel formalities and transportation data are given on the back.
- (3) Festival Malaysia an annual booklet listing the important events and festivals scheduled for the year. It is well illustrated with mono-colour photographs of the various festivals and functions.

B. DESTINATION FOLDERS:

- (1) Historic Malacca a 3-page colour folder, listing and giving brief notes on the places of historic interest in this monuments-studded city. A map of the city runs across the folder to guide the tourists.
- (2) Kuala Lumpur a folder illustrated with artistic sketches of the many attractions and places in and around the capital city, complete with description of the city, its hotels, cuisines, entertainments, shopping, sightseeing and industries, and also a map.
- (3) Fraser's Hill a black and white folder giving information on the facilities and accommodation in the hill resort. Illustrated by photographs of the glorious scenery and 2 sketch maps.

- (4) Malaya's East Coast a folder dealing with the East Coast states of Kelantan, Terengganu, and Pahang; with vivid descriptions and illustrations of the arts and crafts, shadow plays and plays of the East Coast Malaya.
- (5) Cameron Highlands a 4-page folder richly illustrated and giving information of the gorgeous flowers, tea plantations, hotels, food, shopping, recreational and other facilities in this holiday playground of Malaysia. Complete with a map and sketch of the hill resort.
- (6) Malaya National Park a 22-page folder (brochure) on the game reserve of Malaya and gives information on the accommodation, travel through the park, fishing, itineraries and fees.

C. SPECIAL FOLDERS:

- (1) Memo from Malaya a unique folder invitation to visit Malaya from the Tourist Promotion Officer, complete with photograph illustrations of the state tourist attractions of the 11 states of the Federation.
- (2) Kuala Lumpur Convention City of South East Asia a 16-page booklet illustrating the many convention and sporting facilities that are available in the capital city, and informations on hotels, cuisines, satellite towns and sightseeing opportunities.
- (3) National Museum in Kuala Lumpur a black and white folder-booklet on the many exhibits of historical and current interest housed in the stately building of the new national museum, and illustrated with photographs.

D. SPECIAL BROCHURES:

- (1) Meet You in Malaya a 20-page booklet by distinguished author and artist, Katherine Sim, presents vividly the history and places of interest of the 11 states of Malaya. Illustrated in 4 colours with striking sketches drawn by the writer herself.

- (2) To Malaysia With Feeling records the feelings and impressions of a traveller, Miss Maxine Atwater, formerly with PATA, across the Malay Peninsula. It presents the 'other person's view' of the attractions, sights, and peculiar features of the country in 20 pages with an equal number of photographs.

B. GUIDE AND DIRECTORY:

- (1) Malaysia Visitors Guide Hotel and Rest House Directory is a small booklet giving general information on Malaysia, its climate, clothes, communications, customs, immigration, sightseeing and state by state data; and a detail tabulation of rooms, fees in hotels and Rest Houses throughout Malaysia.

F. TRAVEL AGENT'S MANUAL:

- (1) Magnificent Malaysia - Travel Agents Manual an annual and complete handbook on Malaysia for travel agents, organizations, and sales personnel of carriers. In 26 pages illustrated with colour photographs the manual includes a general introduction to Malaysia, specific selling points on cities, islands, hill resorts, game reserves, entertainments, shopping and food. Information on air, sea, road, and rail transportation, travel formalities and a comprehensible list of hotels and rates are also included. 'So complete in scope and so well presented that it might serve as a pattern for other countries contemplating their first travel agents manual' commented the Pacific Travel News.

G. MAP:

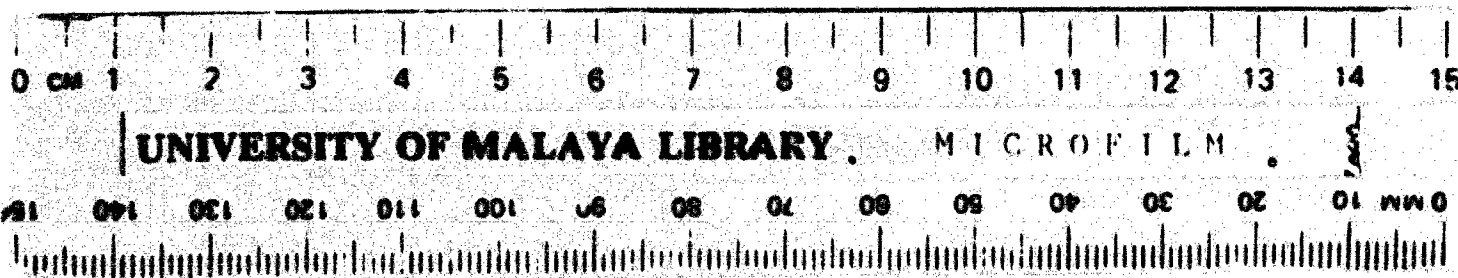
- (1) Map of Malaysia: a detail map of the Malaysian territories with general information on Malaysia and her Overseas Missions.

H. NEWS SHEETS (BULLETINS):

- (1) Malaya Kaleidoscope are publicity sheets, printed on poster papers in 3 colours, and carry articles on Malaya by well-known writers.

I. OTHERS:

- (1) See Malaya - Monthly Guide listing the many sights, events, and festivals of the month.
- (2) Direct Mail Cards; 6 in number depicting the Tiger Family of Malaya, to request travel agents to get selling aids and to include Malaya in their package tours.
- (3) Posters; 4 types.
- (4) Window Display Cards. 'All the Magic of the East' and 'Wonderland of Asia' printed in 4 colours with insets of popular Malayan scenes.
- (5) Calendars.
- (6) Travel Kit consisting of all the publications of the Department of Tourism.
- (7) The Big Picture, a merchandising piece in the form of a folder, telling travel agents about the advertisings planted in the many media to get business for them. It also include a request to them to write in for up-to-date selling aids and to include Malaysia in their package tours.



SUGGESTED LOGOTYPES AND SLOGANS
FOR USE IN TOURIST PROMOTION

Malaysia

Strange and Wonderful Land of Contrast.

ENCHANTING

MALAYSIA

COME TO HAPPY

Malaysia

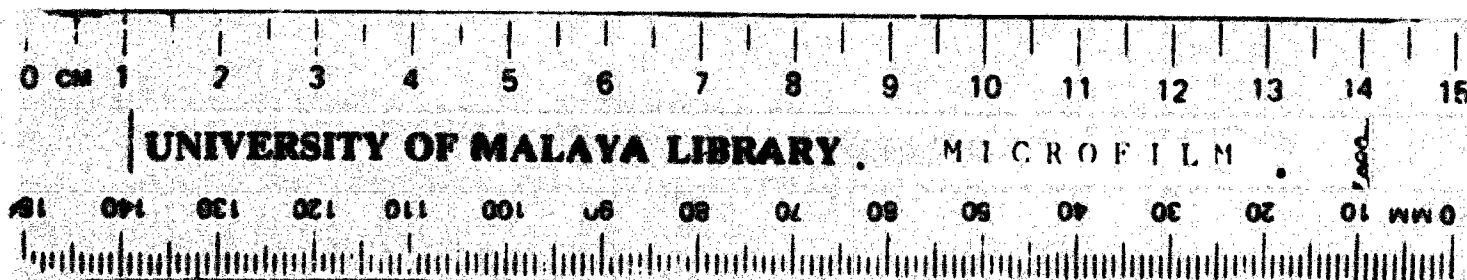
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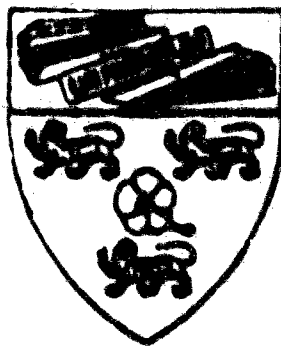
MALAYSIA

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