

PERPUSTAKAAN UNIVERSITI MALAYA

PERKHIDMATAN REPROGRAFI

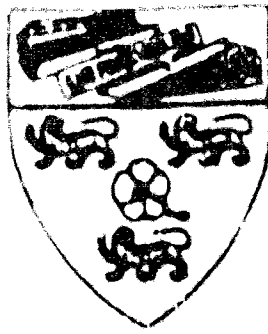
UNIVERSITY OF MALAYA LIBRARY

REPROGRAPHIC SERVICE



UNIVERSITY OF MALAYA LIBRARY . MICROFILM

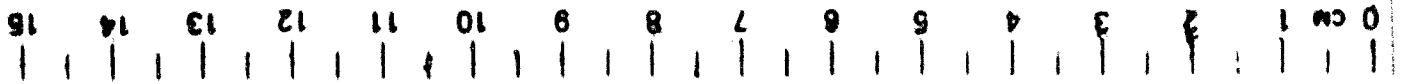




# MULA

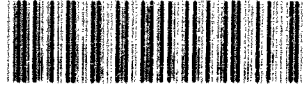


UNIVERSITY OF MALAYA LIBRARY . MICROFILM .

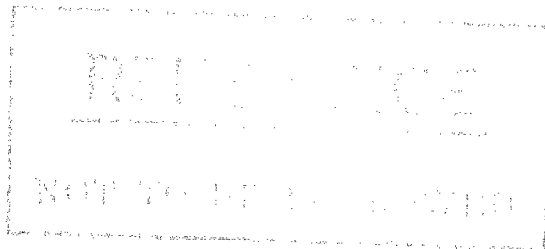


HAJ-4345

PER. UTAMA-UM



A004466135

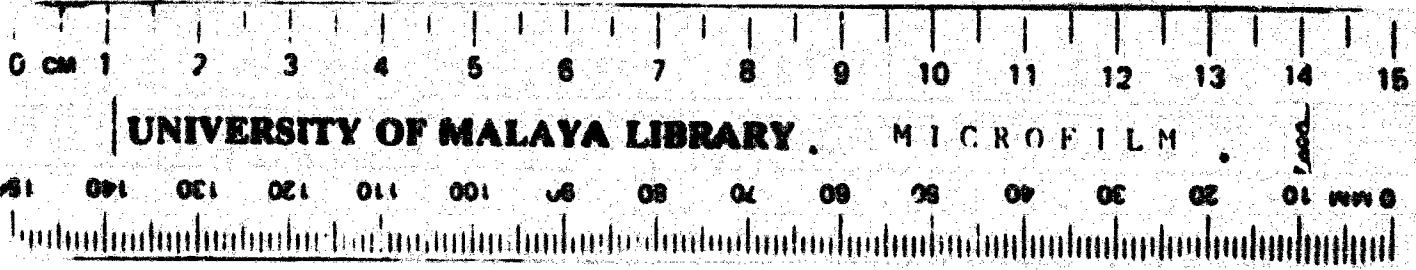


PROMOTION OF TOURISM IN MALAYA

by

Sim Ah Ba

aan  
wah



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

LIBRARY

## ACKNOWLEDGEMENT

I wish to express my thanks and regards to Professor Rollins and Mr. Chong Sin Jee for their invaluable advice and constructive suggestions in the writing of this study. Thanks are also due to Inche Osman Siru, the Director of Tourism and the helpful staff of his Department for their kindest co-operation and assistance in the process of my research there.

Finally to all those who helped in one way or another towards the completion of this study, my thanks are also due.

1965.

S.A.B.

1965

## TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENT.....	ii
TABLE OF CONTENTS.....	iii
LIST OF TABLES.....	v
 Chapter	
I. INTRODUCTION.....	1
Objectives of Study.....	1
Scope of Study.....	1
Research Methodology.....	2
Limitations.....	3
II. THE TOURIST INDUSTRY OF MALAYA.....	4
General.....	4
Size.....	4
Structure.....	8
Economic Significance.....	13
Problems and Future.....	14
III. TOURIST PROMOTION.....	18
Tourism.....	18
Tourist Promotion: Basis and Nature.....	19
The Need for Promotion.....	22
IV. GOVERNMENT PROMOTIONAL EFFORTS - I.	26
The Framework.....	26
Advertising.....	28
Markets and Advertising Campaigns	29
Trade Publications.....	34
Other Advertising Material.....	35
Theme and Copy Strategy.....	36

Chapter		Page
V.	<b>GOVERNMENT PROMOTIONAL EFFORTS - II</b>	40
	Sales Promotional Techniques.....	40
	Publications and Promotional Materials.....	40
	Public Relations.....	45
	Displays and Exhibitions.....	46
	Films.....	48
	Publicity.....	48
	Other Aspects.....	50
VI.	<b>THE ROLE OF THE PRIVATE SECTOR.....</b>	54
	Promotion - Government or Private Efforts?.....	54
	Tourist Associations and Other Organizations.....	56
	Private Enterprises.....	61
	Government Promotion and The Private Sector.....	62
VII.	<b>PROMOTION OF LOCAL TOURISM.....</b>	65
	Internal Promotion.....	65
	Promotion of Domestic Travels...	66
	The Trend and Future of Local Tourism.....	67
VIII.	<b>REVIEW AND RECOMMENDATIONS.....</b>	72
	Review.....	72
	Recommendations.....	72
<b>Appendix</b>		
I.	<b>The 'Big Picture' Merchandising Pieces.....</b>	81
II.	<b>List of Publications and Promo- tional Materials of the Department of Tourism.....</b>	82
III.	<b>Suggested Logotypes and Slogans for use in Tourist Promotion.....</b>	86
	<b>Bibliography.....</b>	87

## LIST OF TABLES

Table	Page
1. Tourists to Malaya by Sex 1961-1963 (Air and Sea).....	5
2. Arrival of Tourists into Malaya by Citizenship and Purpose of Visit 1963.....	7
3. Tourist Receipts by Region 1959-1964	9
4. Accommodation Facilities in Princi- pal Hotels in Tourist Centres of Malaya 1964.....	12
5. Advertising Campaigns of the Department of Tourism 1959-1964...	30
6. Department of Tourism: Distribution of Tourist Literature 1959-1964...	43
7. Budget of Department of Tourism 1959-1962.....	52
8. Penang Tourist Association. Mem- bership by Types, as of 24th July 1964.....	58
9. Penang Tourist Association. Income and Expenditure Account for the Year Ended 31st December 1963.....	60

# 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 oversea 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.