

PERPUSTAKAAN UNIVERSITI MALAYA

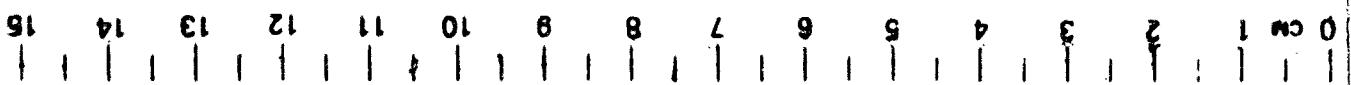
PERKHIDMATAN REPROGRAFI

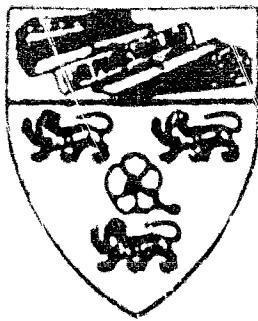
UNIVERSITY OF MALAYA LIBRARY

REPROGRAPHIC SERVICE

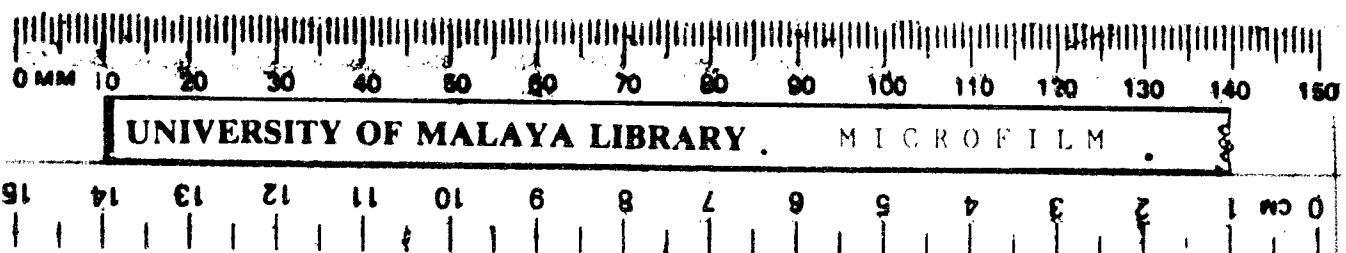


UNIVERSITY OF MALAYA LIBRARY . MICROFILM .





MULA



UNIVERSITY OF MALAYA LIBRARY . MICROFILM .

TOURISM IN MALAYA

by

Chew Sing Buan



20 APR 1993
Dimikrofikan pada.....
No. Mikrofis.....
Jumlah Mikrofis.....

B1801

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

TABLE OF CONTENTS

	Page
LIST OF TABLES	iv
LIST OF CHARTS	v
Chapter	
I. INTRODUCTION	1
Objective of Study	1
Scope of Study	1
Research and Methodology	1
Limitation of Study	2
Chapter Organization	2
Acknowledgement	2
II. TREND OF TOURISM	3
A. TREND OF WORLD TOURISM	3
B. TREND OF MALAYAN TOURISM	3
Department of Tourism, Malaya	3
The Purpose of Statistics and Problems in Obtaining Them	5
Volume and Characteristics of Tourists	8
Tourist Receipts	12
Tourist Receipts by Region	14
The Importance of the Above Statistics	16
III. ECONOMIC SIGNIFICANCE OF TOURIST RECEIPTS	20
Effect of Tourist Expenditure on National Income . .	20
Effect on Tax Revenues	23
How Tourism Create Jobs	24
Effect on Balance-of-Payments	25
Conclusion	25
IV. TOURIST PROMOTION	26
Promotion - What it is	26
Advertisement	30
Sales Promotion	30
Publicity	33
Display	33
Recommendations	34
- 1. Regional Co-operation	34

Chapter		Page
	- 2. Internal Promotion or Publicity	34
V.	TOURIST FACILITIES	36
	Transportation	36
	- Air	36
	- Sea, Rail and Road	38
	Other Tourist Facilities in Malaya	39
	- Taxis	39
	- Sightseeing Coaches	40
	Accommodation Facilities	40
	Training Facilities	41
	Development of Places of Interest	42
	- Natural Attractions	42
	- Manmade Attractions	42
	- Special Events	42
	Removal of Travel Barriers	43
	- Pretravel Formalities - Visas	43
VI.	FORECAST AND CONCLUSION	46
	Reasons for Optimism in Tourism	46
	Size and Structure of Future Tourism	46
	Economic Significance of Tourism in Future	47
	Recommendations for the Attainable in the Future . . .	47
	References	51
Appendix		
I.	Tourist as Defined by IUOTO	52
II.	A Promotional Pamphlet - What to do in Malaysia	54
III.	International Air Service through Kuala Lumpur Airport	55
IV.	Outline of Syllabus for Guide Training Course	56

LIST OF TABLES

Table		Page
I.	Number of Tourist Arrivals 1961-1963 (by Country)	7
II.	Tourist Arrivals by Air and Sea Only (by Month)	9
III.	Tourist Arrivals into States of Malaya by Age-Group	10
IV.	Tourist Arrivals in States of Malaya by Sex	11
V.	Tourist Arrivals into Malaya, Hong Kong, Singapore, Japan and Thailand .	11
VI.	Tourist Receipts by Region (1959-1964)	13
VII.	"Arrivals" by Air and Sea (1959-1964)	17
VIII.	Estimated Annual Turnover of \$1,000 of Tourist Expenditures .	21
IX.	Estimated National Income and per-Capita Income Generated by Tourism (1961-1964)	22
X.	Tax Revenue from Tourism (1961-1964)	23
XI.	Reasons for Travelling to the Pacific and Far East Given by Respondents who would Consider Going There (Survey Carried Out in USA and Canada)	28
XII.	How Interest in the Pacific and the Far East was Aroused (Survey Carried Out in USA and Canada)	28
XIII.	Overseas Advertising Campaigns 1959-1963	31

LIST OF CHARTS

Chart		Page
I.	Tourist Receipts (Malaya)	14
II.	Tourist Receipts by Region	15
III.	An Example of a Statistically Effective Entry Form . .	19
IV.	Estimated Number of Tourists 1963 and 1968	49
V.	Tourist Receipts 1964 and 1968	50