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**A MARKETING EVALUATION OF TOURISM DEVELOPMENT
IN WEST SUMATERA. A CASE OF DOMESTIC TOURISM**

**A thesis submitted to the Graduate School in partial
fulfillment of the requirements for the degree
Master of Business Administration,
Universiti Utara Malaysia**

**by
Irwin Nuzuar**

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ABSTRAK

Industri pelancongan telah lama diiktirafkan sebagai sebuah industri yang pesat membangun dan telah dilihat sebagai sebuah industri yang besar. Tujuan untuk kajian ini adalah untuk menganalisa efektifnya pembangunan industry pelancongan di Sumatera Barat dengan menggunakan strategi campuran pemasaran 7P (product, price, place, promotion, personnel, physical evident, dan process) dan membentuk niat untuk berkunjung. Hipotesis telah dibentuk bahawa terdapatnya kesan positif dengan kesemua element pemasaran mix terhadap niat untuk berkunjung ke Sumatera Barat. Sebanyak 190 soal selidik boleh digunakan untuk kajian ini. Respondent disoal mengenai persepsi mereka terhadap industri pelancongan di Sumatera Barat. Keputusan yang diperolehi daripada kajian ini menunjukkan bahawa terdapatnya hubungan yang sangat kuat antara product, price, place, promotion dan process terhadap niat pelancong domestik untuk berkunjung ke Sumatera Barat. Personnel dan physical evident tidak mempunyai hubungan langsung terhadap niat pelancong berkunjung ke Sumatera Barat. Keputusan yang diperolehi tidak boleh dianggap sebagai keseluruhan populasi disebabkan oleh terhadnya bilangan respondent.

ABSTRACTS

Tourism has long been recognized as a fast growing industry and has been noted as possibly the world's largest industry. The aim of this research is to analyze the effectiveness of West Sumatera tourism development using marketing mix strategy 7Ps (product, price, place, promotion, personnel, physical evident, and process) and intention to visit. It is hypothesized that there is a positive relationship between all the marketing mix elements towards intention to visit West Sumatera. A total of 190 usable questionnaires were used in this study. Respondents were asked on their perception of West Sumatera tourism industry. Findings of this study confirmed that product, price, place, promotion and process have a significant impact to tourist (domestic) intention to visit West Sumatera. However, personnel and physical evident have no significant relationship towards the tourist intention to visit West Sumatera. It should be noted that due to the limitation of respondents, the findings could not be generalized as a whole population.

ACKNOWLEDGMENT

This research project would not have been without assistance of people, whom I would like to thank:

My supervisor, Assoc. Prof. Dr. Ismail Lebai Othman for his valuable advice, suggestion and assistance in supervising me through this research project.

All my family members, never forget to express to gratitude my father Drs. H. Nuzuar and my mother Prof. Hj. Yusniar Ilyas, SE for their love and support through these years. My brother Yuliharsi Hasan, MBA and his wife Dian Messalina for their support and helping me to find University Utara Malaysia.

My best friends Yeoh Gaik Koon, Lina Salim, Pham Hong Long, Donny Abdul Latief, Halimah Tusakdiah, Sumardi, Erly Fitriyanti, Chi Way Ming, Sari Lenggogeni and so on for their efforts and time.

Finally, all the respondents and college friends who have directly and indirectly assisted me to collect valuable data for this management project paper.

DEDICATION

Dedicated to

My Father Drs. H. Nuzuar and My Mother Prof. Hj. Yusniar Ilyas, SE
for their love and support

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Chapter 1

INTRODUCTION

1.1 Introduction

Tourism has long been recognized as a fast growing industry and has been noted as possibly the world's largest industry. It has also become cliché that tourist destroy the very things that attracted them to a destination in the first place (Ryan, 1991).

According to Poon, 1993 (as cited in Ritchie & Crouch, 2000), the new tourism and the global trend toward non-traditional destinations and long-haul travel, points to changing traveler wants in terms of destination experiences.

According to Mahoney & Warnell, 1987, as an industry, tourism has many components comprising the overall travel experience. Along with transportation, it includes such things as accommodations, food and beverage services, shops, entertainment, aesthetics and special events. It is real for one business to provide the variety of activities or facilities tourist needs or desire. This adds to the difficulty of maintaining and controlling the quality of the experience to overcome this hurdle, tourism related business, agencies and organizations need to work together to package and promote tourism opportunity in their areas and align their efforts to assure consistence in product quality.

According to Hall, 2000; Davidson & Maitland, 1997 (as cited in Buhalis, 2000), destinations are amalgams of tourism products, offering an integrated experience to consumers. Traditionally, destinations are regarded as well-defined geographical areas, such as a country, an island or a town. However, it is increasingly recognized that a destination can also a perceptual concept, which can be interpreted subjectively by consumers, depending on their travel itinerary, cultural background, purpose of visit, educational level and past experience.

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