

Surat khabar: New Sarawak Tribune (TribuneHome)  
Hari/Tarikh: 14/9/2016  
Muka surat: 8

Tajuk : Survey to analyse tourists' experiences in state launched

## Survey to analyse tourists' experiences in state launched

BY YUSUF SHUKRI

**KUCHING:** Sarawak Tourism Board (STB), in collaboration with the Research Institute of Borneo Studies at Universiti Malaysia Sarawak (Unimas), has launched a survey to analyse tourists' experiences while visiting the state.

Named as the "Touring Experience in Sarawak", the survey will be divided into five main

sections, namely, personal profile (of visitors), destinations, food, events and touring experience in Sarawak.

STB Chairman, Datuk Haji Abdul Wahab Aziz told a press conference during the launching ceremony at STB Conference Room that the survey would mainly be operated online.

"The survey will be put up on STB's official website and tourists

will answer the survey according what they have experienced during their visit.

"Though it is a lengthy process, the survey will definitely help tourism industry players to identify the crucial factors that attract tourists to Sarawak," said Wahab.

A representative from the Research Institute of Borneo Studies, Unimas, Dr Hiram Ting, said that the survey was the initial

phase of a two-year project undertaken by the institution.

"Tourism in Sarawak is a huge deal. Data collected from the survey will greatly help the industry to grow a milestone further.

"The survey will be launched on STB's website by the end of this month.

"We hope that we will have sufficient samples (tourists) participating in the survey.

"When it happens, we can start on developing a model to articulate why foreigners visit Sarawak and what affects their decision," he added.

Hiram disclosed that the first phase of the survey would be for a period of three months and that certificates would be presented to participants to acknowledge their participation via e-mail or any online platform.

"That way, they will be more motivated to undertake the survey and they have something to tell their families and friends back in their hometowns about their experience in Sarawak," he said.

Communication Manager of STB, Barbara Benjamin Atan also told the press conference that a printed version of the survey form would also be placed at the information centres.