



KEMENTERIAN  
PENDIDIKAN  
MALAYSIA

**POLITEKNIK**  
MALAYSIA  
IBRAHIM SULTAN



# CHEDOQ BEACH RESORT





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## **ABSTRACT**

Tourism is an important industry in contributing income to the country. Attractions in Chedoq Beach Resort makes this place a tourist destination that can attract the attention of the public and can be one of the best accommodation around the area of Kuala Rompin. Thus, we chose this resort to be our final project. Project Chedoq Beach Resort is a project using the concept of Green Tourism. In this project, we have updated the image of Chedoq Beach Resort, Pahang using the concept of Green Tourism which is to improve the signage at the reception and adding green practices signage in the room. In addition, we have built up recycle bins in the resort area using recycled materials such as wood and old fishing nets. Therefore, we hope this project can help Chedoq Beach Resort to get more attention from tourists' to come to the resort as well as increase the productivity of the resort.

## **ACKNOWLEDGEMENTS**

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# **CHAPTER 1: INTRODUCTION OF PROJECT**



## **CHAPTER 1**

### **INTRODUCTION OF PROJECT**

#### **1.1 INTRODUCTION**

This chapter describes the course of the project being implemented for the Tourism Project subject. This project of activities and assignments given by subject supervisors as learning exercises that require students to carry out project and learning. The discussions in this chapter explain in general the whole project including the problem statement, scope, question and project objective.

Chedoq Beach Resort, Kuala Rompin, Pahang is chosen to be the study area for this research. Kuala Rompin, Pahang is renowned for its natural environment and tourism attractions ranging from nature. Therefore, this location is a good choice of the study area in executing a study on Green Tourism based on the guidelines of research aim and research objectives that can be found further through the reading.



## 1.2 BACKGROUND OF PROJECT

Kuala Rompin is the largest town in Rompin District, south-eastern Pahang, Malaysia. It is located on the South-East coast of Peninsular Malaysia. Kuala Rompin is rich with a natural environment and because of that Kuala Rompin has been designated as a tourist city. There are many attractions such as Taman Negeri Endau Rompin, Tioman Island and many more. Kuala Rompin's community also has built several accommodations such as resorts-like Chedoq Beach Resort which is located at Jalan Parit 4, Batu 8, Pontian 26800 Rompin, Pahang. The owner, Mr. Ahmad Nazri bin Abu Bakar, who is the community in Kuala Rompin had built Pesona Beach Camp which is the focus on the camping concept in early 1999. In 2018, after upgraded by adding some other facilities such as chalets, restaurants, closed and open halls and others, named Chedoq Beach Resort. It is located by the beach on the main route Kuantan to Johor Bahru.

The name Chedoq Beach Resort is inspired by the Chedok River where is near the area and the slogan, '*Disini Segalanya Natural*'. Chedoq Beach Resort emphasizing the concept of motivational and recreational education for primary school students, secondary school students, public or private institutions, government employees, and others. In addition to providing tourism services, tourists also can enjoy the beauty of the beach, amenity forest and sea. This resort is set up in an environmentally friendly environment where the construction and layout system of the building does not affect the beauty of nature and drainage and sewerage systems also taken care of prevent pollution



*Figure 1: Top view of Chedoq Beach Resort*

The basic facilities such as tar road, electricity and water supply. Other than that, is a chalet which is divided into two categories, first is standard where it has one queen bed size and the second chalet is family chalet where it can be load three guests, one queen bed size with one single bed size also have a connecting door to another family chalet. The total of the standard chalet is twelve and the family chalet is four-unit. There is also campsite where the guest can rent a tent or their own. Campsite also has a toilet and bathroom. Others is open ward, closed and open hall, *surau*, toilet and restaurant. Activities that can be done there are like canoeing. Guest who check in to the resort or outsider also can canoeing where at lakes in a resort area or at sea. There are many other activities tourists can do there. It also selling packages especially to tourists in large groups of numbers.



**Address:**

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Kuala Rompin, Pahang

**Contact Number:**

Encik Ahmad Nazri – 012 9888348  
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*Figure 2: Logo of Chedoq Beach Resort*

This recreational and tourism camp is an investment that benefits all parties, the local conditions and the comfortable atmosphere by the beach away from the village is an attraction for those who want to visit places like this. Chedoq Beach Resort is the first in Rompin District that carries out the concept of recreational and tourism camps and it is definitely an attraction for those who want to visit here to enjoy all the beauty of flora and fauna and city bustle.



*Figure 3: Amenities in Chedoq Beach Resort*



*Figure 4: Signboard of Chedoq Beach Resort*

### **1.3 PROBLEM STATEMENT**

Chedoq Beach Resort has encountered a problem in lack of marketing techniques. It is less promoted on any websites. Marketing techniques at Chedoq Beach Resort is not done regularly. Despite having an existing platform to promote resorts such as Instagram, Facebook and blogs but it is not updated and maintained well. Before this, the concept of the resort is motivational and recreational education. Because of that, the product only able to attract school, students' segments with the purpose of educational visits and events.

Furthermore, the resort also getting less awareness from the local community and community outside the Rompin area. This existing website does not market widely the resort's attraction. With this project being carried out with the help of the staff, it may help the Chedoq Beach Resort getting more awareness by the community.

Additionally, Chedoq Beach Resort has a less effective management system in human resource system due to poor practices. Therefore, we have improved by creating an account on google drive to organize and store all the information and documents related to Chedoq Beach Resort as well as to reduce the use of paper.

Therefore, this study covers the extent of Green Tourism that can be developed in Chedoq Beach Resort, specifically for nature-loving travelers. Through this study, it can help to raise tourists' in Chedoq Beach Resort

### **1.4 PROJECT OBJECTIVES**

- a) To improve marketing techniques in promoting Chedoq Beach Resort.
- b) To raise awareness about the existence Chedoq Beach Resort.
- c) Enlarge the arrival of tourists' to Chedoq Beach Resort by using the concept of Green Tourism.

The first objective is to improve marketing techniques in promoting Chedoq Beach Resort. We have created an official website to promote Chedoq Beach Resort. In the website, we have put the prices of the rooms and packages that are available at the resort. Through this website, tourists can find out more information related to Chedoq Beach Resort. This website will also be updated on the activities that have been carried out at the resort. Therefore, tourists can see the detailed information and packages offered there.

The second objective is to raise awareness about the existence Chedoq Beach Resort. We use the concept of Green Tourism at this resort. With this concept, we have improved the signage of the reception to give the first impression to the tourists who came there and also, we put eco-friendly signage in the room. Green Tourism helps to conserve precious natural resources and they are not renewable. Besides, it gives tourists a more honest look into the local area and learn from them about their environment.

The third objective is to enlarge the arrival of tourists' to Chedoq Beach Resort by using the concept of Green Tourism. We improve the image of the resort using the concept of Green Tourism and the concept used are the precision with which the resort's slogan "*Di Sini Segalanya Natural*". Green Tourism increases the positive feeling inside either the community or the tourists.

## **1.5 PROJECT RESEARCH QUESTIONS**

This project was engaged to answer the following questions.

- a) How is the right way to promote the Chedoq Beach Resort?
- b) Why Chedoq Beach Resort should have a marketing?
- c) Why the concept of Green Tourism is used in Chedoq Beach Resort?

## **1.6 SCOPE OF PROJECT**

The scope of this study is separated into two categories which is location and the project that being carried out. The categories of location refer to the project site to be carried out is Chedoq Beach Resort. Chedoq Beach Resort was chosen because of it is infamous as one of the natural resorts in the area of Endau Rompin.

Then, the scope of this study is to focus on the re-branding Chedoq Beach Resort based on Green Tourism concept. In addition, the scope of this study will also focus on Green Tourism practices that will implement at Chedoq Beach Resort to establish eco-friendly that prevent contributors to air, water and land pollution. Through this project, the concept of Green Tourism can be reinforced and Chedoq Beach Resort can gain more acknowledgment with new identity that known as Green Resort.



## **1.7 SIGNIFICANT OF PROJECT**

Green Tourism is valuable that have positive impact in our project. This project of Chedoq Beach Resort that there are uses that can provide many benefits to local community, tourist and the resort itself.

Our project that practices Green Tourism can contribute a lot of good to the local community. For this reason, our project can be a source of pride for local communities, allows them to look at benefit of Green Tourism which had been practiced by the Chedoq Beach Resort and that one of the resorts that use green practice and in order to enhance Green Tourism development in the local community. Besides, Green Tourism serves to promote increased environmental awareness and green communities.

Furthermore, this project also gives impacts to tourist about developments in practices Green Tourism, while also offering tourists a chance to experience green practices first-hand. The efforts work for both the tourists and the resort that they visit. Green-tourists gain knowledge of ecosystems of specific natural locations, which in turn informs their conserve resources and avoiding waste efforts.

Then, Chedoq Beach Resort providing an income for staff who work at Green Tourism sites and provide opportunity to receive training in skills at the resort. The growing awareness of Green Tourism that the development is leading tourists to accommodations that are environmentally safe and benefit places and local economies. Besides, it also helps Chedoq Beach Resort to engage more visitors to come and stay at the resort by practicing Green Tourism. Green Tourism concept gives the resort a new image because not all accommodation has the same concept.

Green Tourism that had been carried out in this project is a unique conservation effort in numerous ways. Continuous changing, monitoring and planning in green tourism is to ensure that tourism can be well managed as well as designed to benefit the resort itself and local community. To conclude, Green Tourism is to promote and preserve natural environment and play an important role in the economy of the surrounding area.

## 1.8 DEFINITION OF TERMS

NO.	TERMS	DEFINITION
1	Green Tourism	Can be applied to any form of tourism that relates to natural environment and cultural heritage of an area or that undertakes good environmental management (or green) practices.
2	Marketing	Profitably using the results of studying short term and long-term needs of those who can pay for a one-time, or in most cases, a steady flow of service or product placement
3	Management	Administration of an organization, whether it is a business, a not-for-profit organization, or government body. Setting the strategy of an organization and coordinating the efforts of its employees to accomplish its objectives.
4	Natural	In the broadest sense, is the natural, physical, or material world or universe. "Nature" can refer to the phenomena of the physical world, and also to life in general. The study of nature is a large, if not the only, part of science.
5	Local community	A community has been defined as a group of interacting people living in a common location. The word is often used to refer to a group that is organized around common values and is attributed with social cohesion within a shared geographical location, generally in social units larger than a household.
6	Tourist	A person who is travelling or visiting a place for pleasure.
7	Explore	The act of searching for the purpose of discovery of information or resources. Exploration occurs in all non-sessile animal species, including humans.
8	Education	The process of facilitating learning, or the acquisition of knowledge, skills, values, beliefs, and habits. Educational methods include storytelling, discussion, teaching, training, and directed research.
9	Contemporary	Living or occurring at the same time.
10	Aesthetic	A branch of philosophy that explores the nature of art, beauty, and taste, with the creation and appreciation of beauty. In its more technical epistemological perspective, it is defined as the study of subjective and sensory-emotional values, sometimes called judgments of sentiment and taste.
11	Project	Contemporary business and science treat as a project any undertaking, carried out individually or collaboratively and possibly involving research or design, that is carefully planned to achieve a particular aim.

12	Tourism	Travel for pleasure or business; also, the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveller's country.
13	Package	Package tours are excursions or holidays which “package” a variety of services together to make a single “combined” trip. Commonly they combine such things as transport, accommodation and meals. They may also include the provision of a tour guide and/or leader.
14	Eco-friendly	Earth-friendly or not harmful to the environment. This term refers to products that contribute to green living or practices that help conserve resources like water and energy. Eco-friendly products also prevent contributions to air, water and land pollution.
15	Sustainability	Meeting our own needs without compromising the ability of future generations to meet their own needs. We also need social and economic resources. Processes and actions through which humankind avoids the reduction of natural resources, in order to keep an ecological balance.
16	Rural tourism	Fleischer and Pizam associate rural tourism with the ‘country vacation’ where the tourist spends the vast proportion of their vacation period engaging in recreational activities in a rural environment on a farm, ranch, country home, or the surrounding areas.
17	Recreational education	Education offered for purposes of play, amusement, refreshment, or relaxation. It also means education offered for the purpose of teaching the fundamentals, skills or techniques of sports or games.
18	Promotion	The entire set of activities, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product, in preference over others.
19	Reduce	Limit the number of purchases that make in the first place.
20	Reuse	The act of taking old items that you might consider throwing away and finding a new use for them.
21	Recycle	Taking something old and turning it into something new. This process involves making new products out of old products. This means potential landfill waste becomes a new product.

## **1.9 CONCLUSION**

This chapter summarized the project through background, problem statement and research objectives. Significant of this project define the important of project of Chedoq Beach Resort as well as the involvement of the staff. In addition, this chapter also provides information that emphasizing about green tourism. It explains why we use green tourism concept to improve image of Chedoq Beach Resort. Lastly, the presence research of green tourism in Malaysia not widely done. Only some companies or firms in Malaysia study about green tourism. Therefore, this is one of the reasons we conducted this project to emphasize green tourism concept in Chedoq Beach Resort.



# **CHAPTER 2:**

# **LITERATURE**

# **REVIEW**





## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

Green Tourism has become the centre of the world interest and the specialization of many tour operators, there are a lot of tourists who look for accommodation at eco-friendly green hotels, as a requirement. It is a responsible eco-friendly type of tourism attracting well-educated and clean, natural, environment lovers, levels of tourists. Environment is the backbone of tourism activity and clean environment is a guarantee and a key factor of tourism attraction.

Tourism and environment are two sides of the same coin, paying more attention to environmental protection and developing environmental resources result in the continuity, sustainability and growth of tourism activity. A tourist destination's reputation is become dull by the lack of environment protection, as it is unlikely to achieve sustainable tourism development unless environmental resources are well protected.

## **2.2 CONCEPT/THEORY**

### **i. Tourism**

Tourism promotion is an essential source of information for the potential tourists. It engages people in decision-making of the destination they would like to travel to. In this digital age, greater attention has been given to the development on tourism through such approaches and this has been utilized by most countries in the world, which in turn has encouraged the necessary development of the tourism sector. Since tourism involves the greatest people movement and is one of the largest economic activities in the world hence it has become a popular focus of research.

Language of tourism gives detail portrayal of the potential tourism destination in which attempts to persuade, attract, encourage and seduce the potential tourists to be actual tourists. Therefore, tourism becomes a discourse object. As a discourse, tourism promotion is established in a persuasive manner in order to attract visitors. Hence, the association between persuasiveness and attractiveness in tourism promotion are anchored in different types of media, where the language is utilized to enhance the element persuasiveness and attractiveness

As a multidiscipline, tourism is one of the exited research areas, in particular the language of tourism. Therefore, sketch out key research in tourism and introduce the current scholarly discussions on the relationship between tourism and the language in use.

### **ii. Green Tourism**

Green Tourism is introduced as a solution for many challenges that world has faced by today. By today, many global challenges are there such as global warming, huge consumption of energy and many more rapid resource consumptions. The aim of above tourism is sustainable development, it means utilizing resources with conserving them for future generation. In a broad term, green tourism is about being an environmentally friendly tourist or providing environmentally friendly tourist services

Green Tourism does not encourage any activity which promotes environmental threat. As a good example is mass tourism towards beach sides, it effects on carrying capacity of that

particular environment. Many hotels were built and after many years' owner leave them with polluted beach and damaged environment. That kind of tourism only concerns on economical characteristics.

The concept of Green Tourism has evolved over time and is presently used with different meanings. For small-scale tourism which involves visiting natural areas while minimizing environmental impacts. In this line, Green Tourism has been used interchangeably with such concepts as Eco-tourism, Nature Tourism, and Rural Tourism. Businesses have generally adopted a broader meaning for Green Tourism that have any tourism activity operating in an environmentally friendly.

This project applies Green Tourism practices and its implementation at Chedoq Beach Resort as well as to analyse the application of green concept. For example, The Frangipani Langkawi Resort and Spa implemented the green practices by using signage around the resort and recycling bins.



*Figure 5: Green practices at The Frangipani Langkawi Resort & Spa*

## **2.3 CONCLUSION**

This chapter summarized the literature review on green tourism and concept of Green Tourism that will use such as using the signage and recycling bins to reduce the use of new resources. By using green practices, Chedoq Beach Resort will be enhanced brand image and helps organizations become more efficient, competitive and profitable.

# **CHAPTER 3:**

# **RESEARCH**

# **METODOLOGY**



## **CHAPTER 3**

### **RESEARCH METHDOLOGY**

#### **3.1 INTRODUCTION**

Research methodology simply refers to the practical how of any given piece of research. More specifically, it's about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives. Research is the systematic approach to obtaining and confirming new and reliable knowledge. Systematic and orderly. Purpose is new knowledge, which must be reliable.

This chapter describes the idea development process of the Chedoq Beach Resort project. First, the explanation ideas design of the Chedoq Beach Resort project. Second, it will explain on how the data collection methods are used according to the ideas design. Third, it describes what the research instrument inside the ideas design is. Lastly, by the research instrument it will be proceed with the sampling techniques, and data analysis methods.



## **3.2 RESEARCH DESIGN**

Research design is the framework of research methods and techniques chosen by a researcher. The design allows researchers to hone in on research methods that are suitable for the subject matter and set up their studies up for success.

### **3.2.1 Quantitative Research**

Quantitative research is the process of collecting and analysing numerical data. It can be used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations. Quantitative research is widely used in the natural and social sciences such as psychology, economics, sociology and marketing. Quantitative research is often used to standardize data collection and generalize findings.

### **3.2.2 Qualitative Research**

Qualitative research involves collecting and analysing non-numerical data such as text, video, or audio to understand concepts, opinions, or experiences. It can be used to gather in-depth insights into a problem or generate new ideas for research. Quantitative data collection methods include various forms of surveys such as site visit, interviews, focus group, surveys and secondary research.

## **3.3 DATA COLLECTION METHOD**

In our project, we used several methods to conclude to identify the information in more detail. The methods that used in our project are, site visit, interviews and test run. The following is information that we got from running all three methods.

### **3.3.1 Site visit**

Site visit is the first method that had been carried out in our project. The first site visit was on September 10, 2020. This site visit was to studied the problems encountered by Chedoq Beach Resort. Then, identify the solutions that can help Chedoq Beach Resort

to overcome the problems encountered. There are several problems that listed and there are some of the accommodation in the resort that are no longer operated.



*Figure 6: The first site visit*

The last site visit was on September 30, 2020. This visit is that we have implemented our project along with the help of the owner of Chedoq Beach Resort. Besides that, we also get to know more information about the resort and how we overcome the problems.



*Figure 7: Site visit accompanied by the owner of resort*

### 3.3.2 Interview

Interview method had been conducted as the second time we came for a site visit. Interview were focus to the owner of Chedoq Beach Resort. This interview as to obtain the primary information about Chedoq Beach Resort. The interview conducted at the resort as well as to sharing ideas while run the resort so that the effectiveness of this project result can be seen before and after it is implemented.



Figure 8: Interview session with Encik Nazri, the owner of resort

Is this resort getting less attention? \*

☐ Yes

☐ No

Does this resort practice 3R (Reduce, Reuse & Recycle)?

☐ Yes

☐ No

Does the resort have an agency to promote the package? \*

☐ Yes

☐ No

Does the resort have recycling bins?

☐ Yes

☐ No

What is the waste disposal method done at this resort?

☐ Direct throws to bins

☐ Isolate before disposing of in the trash

Figure 9: Sample of questionnaire for resort owner in google form

### 3.3.3 Test run

The next method is conducted test run. This method is performed to determine the percentage of tourists' arrivals to Chedoq Beach Resort before implementing the Green Tourism concept and after implementing the Green Tourism concept. This method is done by test run on tourists. The test run only performed just once which is after we implement the Green Tourism concept in the resort that it was on October 5, 2020. The purpose of the test run is to get the first impression of tourists' coming to the resort with the new image of resort. In addition, this test run also aims to increase visitor arrival to Chedoq Beach Resort.



Figure 10: Test run Green Tourism concept on one of the visitors.

## 3.4 INSTRUMENT OF STUDY

### 3.4.1 Site visit

Based on the site visit, several feature that have been identified at Chedoq Beach Resort. The following the review of Chedoq Beach Resort.

BIL.	ELEMENTS	YES	NO
1	Getting less attention		
2	Tourist arrival documents		
3	Record management document		
4	Human resources department in green practices		
5	Practice 3R (Reduce, Reuse & Recycle)		
6	Warning signs about green practices		
7	Near to attraction – national park, water park		
8	Concept of resort – tourism and recreation		
9	Slogan made based on area around resort		

Table 1: Sample of question for owner to answer

### 3.4.2 Interview

The interview session with Encik Nazri, owner of Chedoq Beach Resort is to find out more about the resort in details. The following are among the questions that have been asked during the interview session with Encik Nazri and had categorized into different sections.

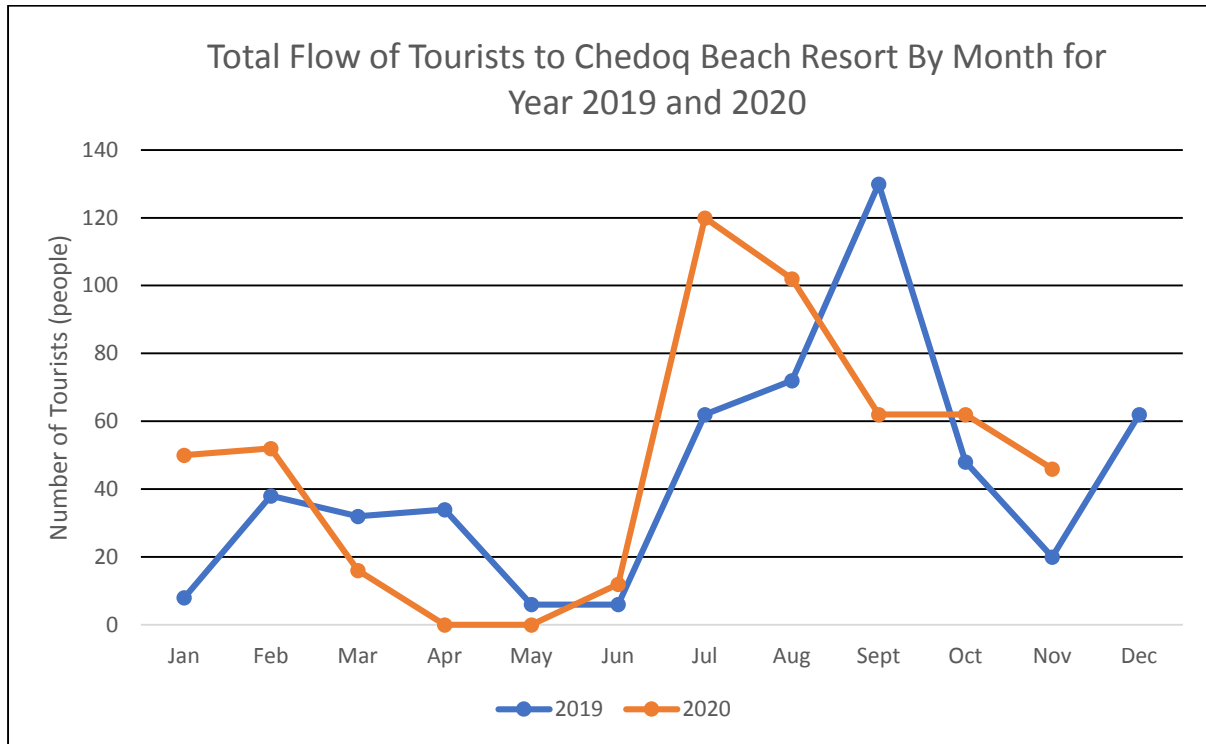
CATEGORIES	BIL.	QUESTIONS	YES	NO
Issues	1	Is Chedoq Beach Resort getting less attention?		
	2	Is it the resort management has problems related to tourists' arrival documents?		
	3	Does the human resources department have problems with record management document?		
Green practices	1	Does the human resources department use green practices?		
	2	Does Chedoq Beach Resort practice 3R (Reduce, Reuse & Recycle)?		
	3	Is warning signs about green practices exist in resort? (e.g.: water saving, smoking)		
Resort	1	Is this resort near to any attraction? (e.g.: national park, water park)		
	2	Is it true Chedoq Beach Resort using concept tourism and recreation?		
	3	Is it true the slogan has made accurate with the area around the resort?		

Table 2: Sample question for questionnaire according to category



### 3.4.3 Test run

This test run method is assigned to estimate the percentage of tourists' arrival to Chedoq Beach Resort. The following information obtained from the test run has been processed into the line chart below.



*Graph 1: Results calculation of total flow tourists to Chedoq Beach Resort*

This graph shows the flow of tourists to Chedoq Beach Resort between year 2019 and year 2020 by month. It shows that the pattern of tourists' influx to Chedoq Beach Resort varies each month by year 2019 and 2020 and it depends on certain aspects such as school holiday, public holidays, organizing certain events and more. Total tourists' arrivals increased higher in September which is 130 people by year 2019 while in year 2020 tourists' arrivals were higher in July where there were 120 people and 102 people in August.

### 3.5 RESULTS OF THE STUDY

#### 3.5.1 Site visit

The results of site visits based on reviewing have been able to obtained.

BIL.	ELEMENTS	YES	NO
1	Getting less attention	√	
2	Tourist arrival documents		√
3	Record management document		√
4	Human resources department in green practices		√
5	Practice 3R (Reduce, Reuse & Recycle)		√
6	Warning signs about green practices		√
7	Near to attraction – national park, water park	√	
8	Concept of resort – tourism and recreation	√	
9	Slogan made based on area around resort	√	

Table 3: Results of the questionnaire answered by resort's owner

#### 3.5.2 Interview

After a detailed interview session with Encik Nazri, the information gathered on the based-on issues, green practices and the resort sections in the form of tables below.

CATEGORIES	BIL.	QUESTIONS	YES	NO
Issues	1	Is Chedoq Beach Resort getting less attention?	√	
	2	Is it the resort management has problems related to tourist arrival documents?		√
	3	Does the human resources department have problems with record management document?		√
Green practices	1	Does the human resources department use green practices?		√
	2	Does Chedoq Beach Resort practice 3R (Reduce, Reuse & Recycle)?		√
	3	Is warning signs about green practices exist in resort? (e.g.: water saving, smoking)		√
Resort	1	Is this resort near to any attraction? (e.g.: national park, water park)	√	
	2	Is it true Chedoq Beach Resort using concept tourism and recreation?	√	
	3	Is it true the slogan has made accurate with the area around the resort?	√	

Table 4: Results of the questionnaire according to categories

There are some other questions that been asked during the interview session. The following are some of the questions that have been asked during the interview.

#### QUESTION 1

**Q:** Did you ever thought of changing the old concept to a new concept in Chedoq Beach Resort?

**A:** Yes, and now it has changed. The resort's first concept is more focused on team building. This is because, here is suitable because there are forests, islands and seas. Here, the tourists' also can have weddings, family days and reunions.

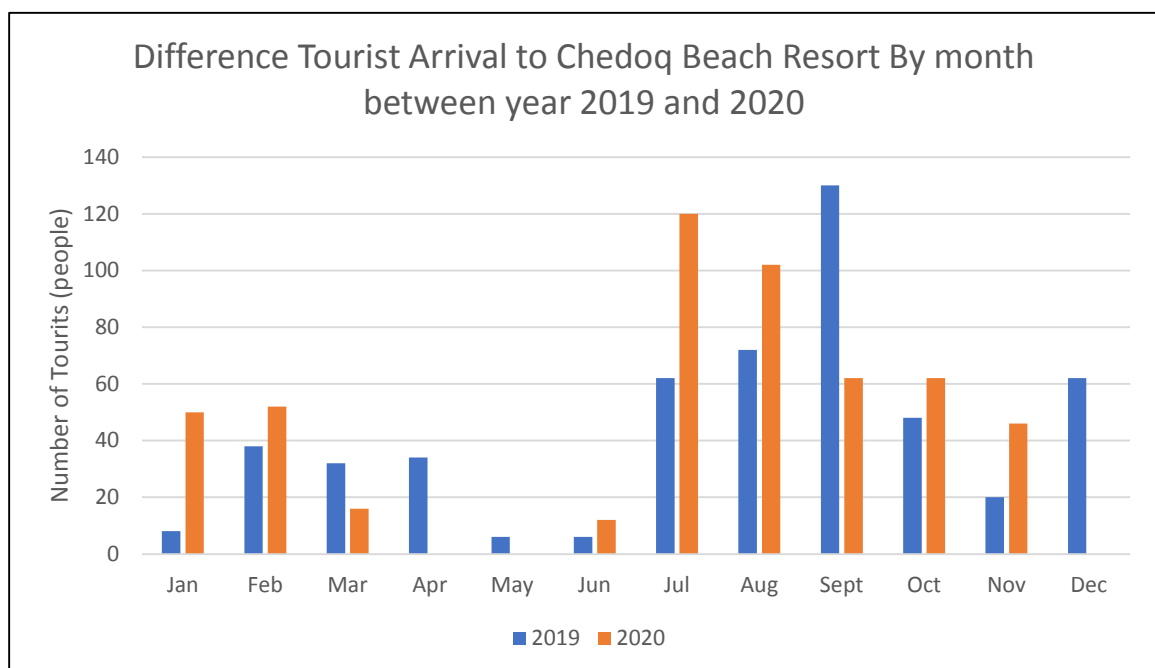
#### QUESTION 2

**Q:** After Movement Control Order (MCO), do many tourists come to this resort?

**A:** Yes. Many tourists come for a holiday because it may be too long to sit at home and now when they can get out of the house, everyone is planning to go on vacation with the family.

### **3.5.3 Test run**

Based on the test run conducted, tourists' arrivals to Chedoq Beach Resort is calculated by month to differentiate between year 2019 and 2020. This calculation not an accurate because in year 2020 has a problem to calculate the tourists' arrival due to COVID-19 which is Movement Order Control (MCO) has been run through in the middle of March until May 2020.



*Graph 2: Difference tourist arrival to resort between year 2019 and 2020*

Based on the graph above, it shows that tourists' influx to Chedoq Beach resort increased in the middle of the year to the end of the year for both years. But in year 2020 it shows that, May and April there is no influx from tourists' to Chedoq Beach resort due to COVID-19. In addition, after we implemented green tourism concept at Chedoq Beach Resort in September, it shows that influx tourists' to Chedoq Beach resort was delight. Therefore, it is clear that the concept of green tourism can be further developed as a new image of Chedoq Beach Resort and at the same time can attract the awareness of tourists to go there.

### **3.6 CONCLUSION**

To conclude, this chapter explains the process of obtaining information by using qualitative research. This include how the project being carried out and the results after doing the test run at the resort.



# **CHAPTER 4:**

# **PROJECT**

# **OUTCOME**



## **CHAPTER 4**

### **PROJECT OUTCOME**

#### **4.1 INTRODUCTION**

In this chapter, it is about how to achieve the goals and what is really needed in this project. This will explain all about the project idea which is what is this project are about and what the concept and goals. Next, the project implementation: before, during and after and then, the project effectiveness toward community and the resort. It also included project marketing which is product, place, people, promotion and partnership. At the end of this chapter are about hope for this project to future.

## **4.2 PROJECT IDEA**

This project is about re-branding Chedoq Beach Resort as the only resort use the concept Green Tourism practices as their image in the area. Green Tourism is a term that can be applied to any form of tourism that relates to natural environment and cultural heritage of an area or that undertakes good environmental management or green practice. This resort is suitable to this concept very well because of the area surrounded by the natural environment. For example, the resort overlooks the sea, behind the resort there is an oil palm plantation and next to it is a forest. Furthermore, this concept can help environment around the world and even the resort itself. A few of the green practices that has been choose is 3R (Reduce, Recycle and Reuse) and this project also include development since this resort had little promote from community in the area and the guest who is already know of existence of Chedoq Beach Resort.

### **4.2.1 3R**

The principle of 3R which is reducing waste, reusing and recycling resources. Reducing means choosing to use things with care to reduce the amount of waste generated. Reusing involves the repeated use of items and recycling means the use of waste itself as resources. Recycle value as green practice in Chedoq Beach Resort is created thing using drift object, for example is boards and ropes. For reuse, using the boards and ropes that no longer used in Chedoq Beach Resort to build recycle bin and reduce to create an account google drive to reduce paper usage.

#### **4.2.1.1 REDUCE**

On this project idea is created an account google drive in order to reduce paper usage by placing all the documents related to Chedoq Beach Resort by section such as invoice, quotation, letter head, package and pictures that related to the resort like room, facilities, activity and more. As the registration form, the old form is manual which is the guests' need to write their data in the registration book at the reception. Hence, by creating google form it is easy as well as easier by using QR-Code. The guests' only needs to scan it and fill the form by their phone.

### REGISTRATION FORM

**Terms and conditions:**

1. Check-in time is from 2:00 pm and checkout time is until 12:00 pm
2. The guest acknowledges joint and several liability for all services rendered until full settlement of bills
3. Guests will be held responsible for any loss or damage to Chedoo Beach Resort caused by themselves, their friends or any person for whom they are responsible.
4. Resort Management is not responsible for your personal belongings and valuables like money, jewellery or any other valuables left by guests in the rooms.
5. Regardless of charge instructions, I acknowledge that I am personally liable for the payment of all charges incurred by me during my stay at Chedoo Beach Resort

*\*Required*

**Name \***

Your answer

**Email \***

Your answer

**Address \***

Your answer

**Phone number \***



### INVOICE

**GUEST INFORMATION**

GUEST

COMPANY

CONTACT

REF ID: INV2007

DATE

BOOKING DATE

DESCRIPTION	QUANTITY	UNIT PRICE	AMOUNT
Standard chaise		RM0.00	RM0.00
<b>Optional Additional Activities</b>			
Kayak		RM0.00	
Tuan-tuan		RM0.00	
Camping		RM0.00	
<b>TOTAL AMOUNT</b>			RM0.00
<b>AMOUNT PAID</b>			RM0.00
<b>AMOUNT DUE</b>			RM0.00

**Payment :**  
 Payment should be either by cash or Bank Transfer or please advise us your preferred method of payment.  
 50% deposit are required upon confirmation for date reservation.  
 50% balance payment should be made 14 days prior of arrival OR booking date will be released.

**Bank Details:**  
 Bank Account :  
 No. account :  
 Name :

*Figure 10: The new documentation of registration form and invoice*

#### 4.2.1.2 REUSE

Next, reuse value on this project is to build a recycling bin by using surplus wood that found around the resort and the old fishing net where is found by the beach with the owner of Chedoo Beach Resort, Encik Nazri as well as he also gives a hand to build the recycle bin. The wide of the recycle bin is one meter, the length is three meters and the height is two meters. It is easy because can help and facilitate the tourists to dispose of the litter not to mention, they can follow the signage that attached to the net i.e., glass, plastic and aluminium. The waste will be sold to the relevant parties in the collection of recycled waste or it can recycle by the owner of Chedoo Beach Resort itself according to their creativity.





*Figure 11: Recycle bin*

#### **4.2.1.3 RECYCLE**

The recycling that have used as green practice is created thing using drift object. For example, using the floating boards and ropes around the Chedoq Beach Resort area by creating signage to put it in the chalet standard. There is two signage and the first one is “Help Us Conserve The Energy By Switch Off”. The second one is “Use Water Wisely” in the toilet’s chalet. The signage for the recycle bin also created by this way which is using board and rope. This signage attached at the recycle bin like aluminium, glass and plastic. This will help the tourist who come to the resort.





*Figure 12: Signages*

#### **4.2.2 PROMOTION**

For the promotion is to create a website considering Chedoq Beach Resort does not have official website. This will help to invent awareness for tourist from outside or inside the Kuala Rompin area. In this website including the background resort, contact information, location, activities, program, package and others. Additionally, website is one of the important social media that needed either it is for knowledge, business or for fun. Moreover, many industries or business person use website for promoting their business or to share their knowledge and experience.

#### **4.3 PROJECT IMPLEMENTATION**

Implementation is about how the project run to carrying out the activities with the aim of project and monitoring the progress. Every implementation idea has a goal of the project, strategies plan and how important this project. The effective of the project is very important either to the project or party that include. The goal of this project is to re-branding Chedoq Beach Resort concept, incorporating the value of green practice into Chedoq Beach Resort and

to raise awareness within community inside and outside the Kuala Rompin area. The purpose this project uses green practice for re-branding the resort is because the slogan of this resort is, “*Di Sini Segalanya Natural*”. It is suit well to Green Tourism along with the surrounding area.

#### **4.3.1 IMPLEMENTATION PROCESS**

This is the process before, during and after the implementation. Before the implementation means what needed before start the project, during the implementation and after that the effective of the implementation to others.

a) Before

In this process, it is about the plan of the project which is go for site visit, interview, planned practices for 3R and the promotion technique of Chedoq Beach Resort needed. For reduce, we created an account google drive to reduce paper usage. As for reuse, build a recycling bin and for recycle is to put the signage in the chalet. Afterward, prepared for the current project implementation.

b) During

At this step where the process of the implementation is completed. All plan of action has been prepared which is the signage, recycle bin, account google drive and website.

c) After

After settling the implementation, it is necessarily to monitor the impact of planning strategies that can be commercialised and give a good market value to Chedoq Beach Resort and others.

#### 4.3.2 COSTING

Before the implementation, there is few things that need to buy. As the project using green practices, it does not need to spend lot of money to make this final project successful. The following schedule, these are some of the items that have been purchased to make this project a success.

NO	ITEMS	QUANTITY	PRICE (RM)	TOTAL (RM)
1.	Big paint brush	1	2.00	2.00
2.	Small paint brush	1	1.50	1.50
3.	Super glue	1	3.00	3.00
4.	Dunlop CA glue	1	5.00	5.00
5.	Fuji Enamel paint	2	25.00	50.00
			<b>TOTAL (RM)</b>	61.50

*Table 5: List of costing for the project*

#### 4.4 PROJECT EFFECTIVENESS

This part studies how the concepts of efficiency, effectiveness and efficacy are used in project management literature. The concepts relate to the degree of success or failure of projects and the degree to which the results are achieved.

Before the project was implemented, there were some issues that we could help with in terms of making improvements, promotion about the resort and signage that suitable. The picture below is before and after the implement started.

#### 4.4.1 SIGNAGE

Before Implementation	After Implementation
	
	
	

Table 6: Signage in chalet standard and reception

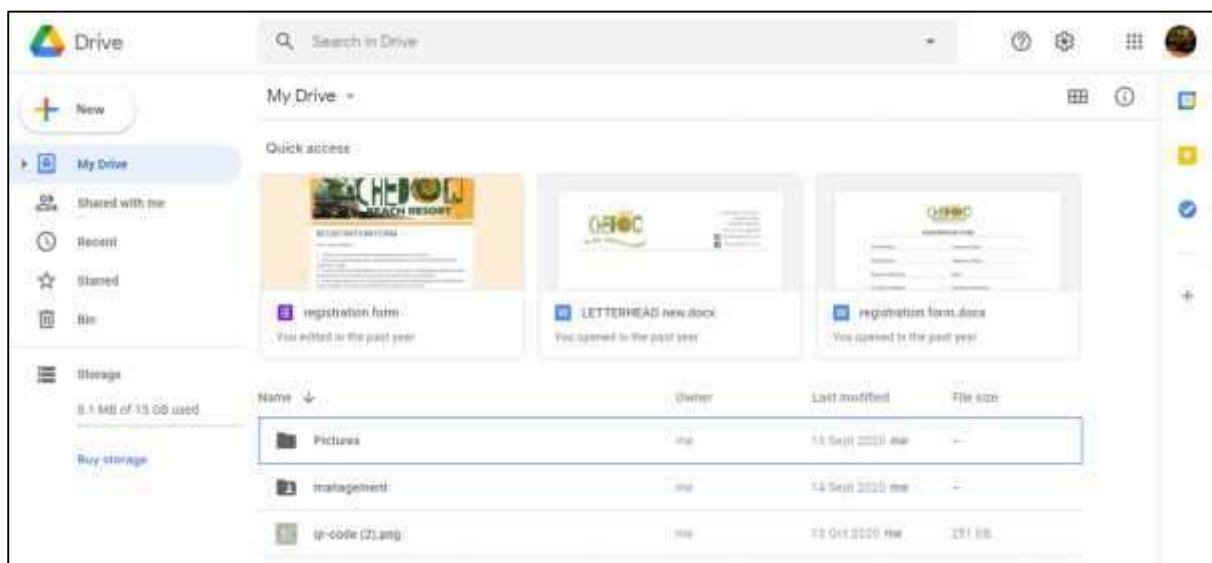


#### 4.4.2 RECYCLE BIN



*Figure 13: Recycle bin into 3 parts; glass, plastic, metal*

#### 4.4.3 PAPERLESS



*Figure 14: Chedoq Beach Resort's account google drive*

#### 4.4.4 WEBSITE

Link: <https://chedoqbeachresort.wixsite.com/chedoqindah>

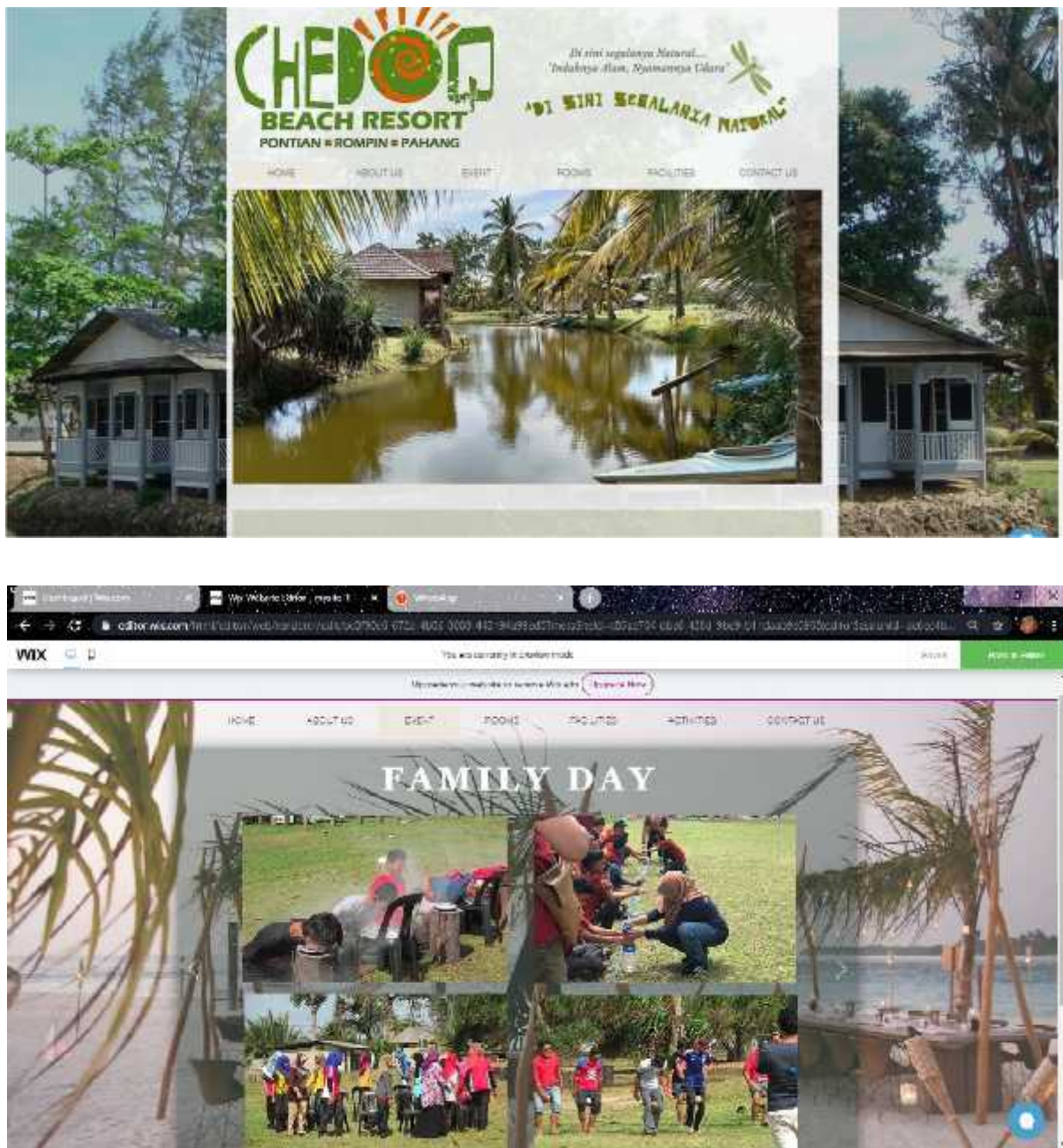


Figure 15: Website Chedoq Beach Resort

#### **4.5 SIGNIFICANT OF PROJECT**

This project is to highlight the Green Tourism in Chedoq Beach Resort at Rompin, Pahang to the public. This is because, Chedoq Beach Resort has encountered a problem in lack of marketing techniques. It is less promoted in any websites considering not promoting regularly. Thus, Green Tourism is introduced as a solution to aware the public about Chedoq Beach Resort.

Besides, this project is to protect environment at the resort including the surrounding area. Concept of Green Tourism will emphasize awareness to the local community and the tourists' who visit or stay at the resort. As a result, tourists also learn something from the information that will placed at the resort hence, it will discipline them and keep them to take care of the environment within them. Green Tourism concept gives an experience to the tourists to enjoy at Chedoq Beach Resort as not all accommodation has the same concept.

Apart from that, this project would help updating the existing platform and will help market the resort with several initiatives either on online or offline marketing. The offline marketing such as, brochure and fliers that will be distributed to local community. By using Green Tourism concept and re-branding the resort will make tourists more excited to come frequently.



## 4.6 PROJECT MARKETING

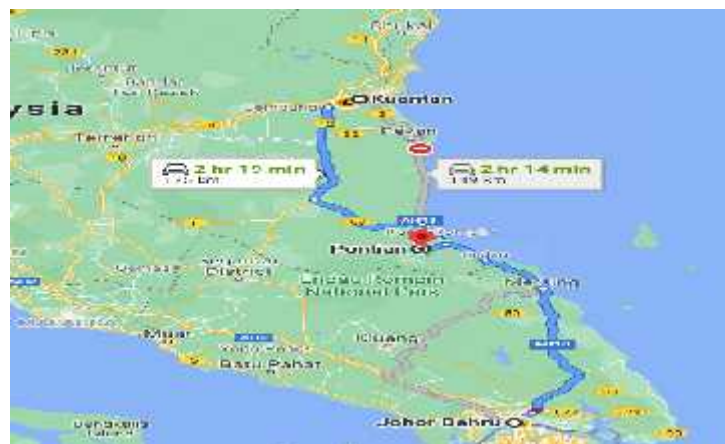
Marketing refers to process of planning and executing the conception, pricing and promotion and distribution of goods, services, and ideas to create exchanges with and ideas to create exchanges with target groups that satisfy customer and organizational objectives. There will three kinds of goals which is satisfaction of customer needs, increase in sales volume and increase in organizational profit.

### 4.6.1 PRODUCT

The main of the product is the Green Tourism concept in Chedoq Beach Resort that included recycle bin, signage, and paperless documentation. By using green practices in Chedoq Beach Resort, we have placed a recycle bin at the beach bar nearby the beach as many people camping and picnic at the beach. Besides that, we also hanged some signage that are made from planks of wood and ropes in the chosen chalet to spread awareness about Green Tourism to the tourists. The other green practices, paperless documentation which is all documentation about Chedoq Beach Resort will be stored in a digital form.

### 4.6.2 PLACE

The place for this project is located at Rompin, Pahang. As is well known, Rompin is a district located in the south-eastern corner of Pahang, Malaysia. Rompin is currently under the Rompin District Council. The district covers an area of 5,296 km and located 130 kilometres from Kuantan and capital city of Pahang. It is bordered to the north by Pekan District, to the west by Bera District, to the south by the state of Johor, and to the east by the South China Sea.



*Figure 16: Entrance to Chedoq Beach Resort*

There are only two entrance to Chedoq Beach Resort which the first one is from Kuantan and Johor Bahru. Kuantan is the state capital of Pahang, Malaysia. It is located near the mouth of the Kuantan River. The distance between Kuantan and Chedoq Beach Resort is 145 kilometres and the duration takes by driving from Kuantan to Chedoq Beach Resort is 2 hour and 10 minutes.

The second entrance is from Johor Bahru. The distance between Johor Bahru and Chedoq Beach Resort is 180 kilometres. The duration takes by driving from Johor Bahru to Chedoq Beach Resort is 2 hour and 50 minutes.

#### **4.6.3 PROMOTION**

Promotion is a very important way to widen about the project. For promotion, this project uses WIX as the platform website and Facebook for social media. Between these three promotions, it will be mainly focus to Facebook for testing out the responsive from public and can attracted with people to follow up about our project. For the WIX, it providing an information about our project, information of Chedoq Beach Resort using green practices including the packages available in the resort.

#### **4.6.4 PEOPLE**

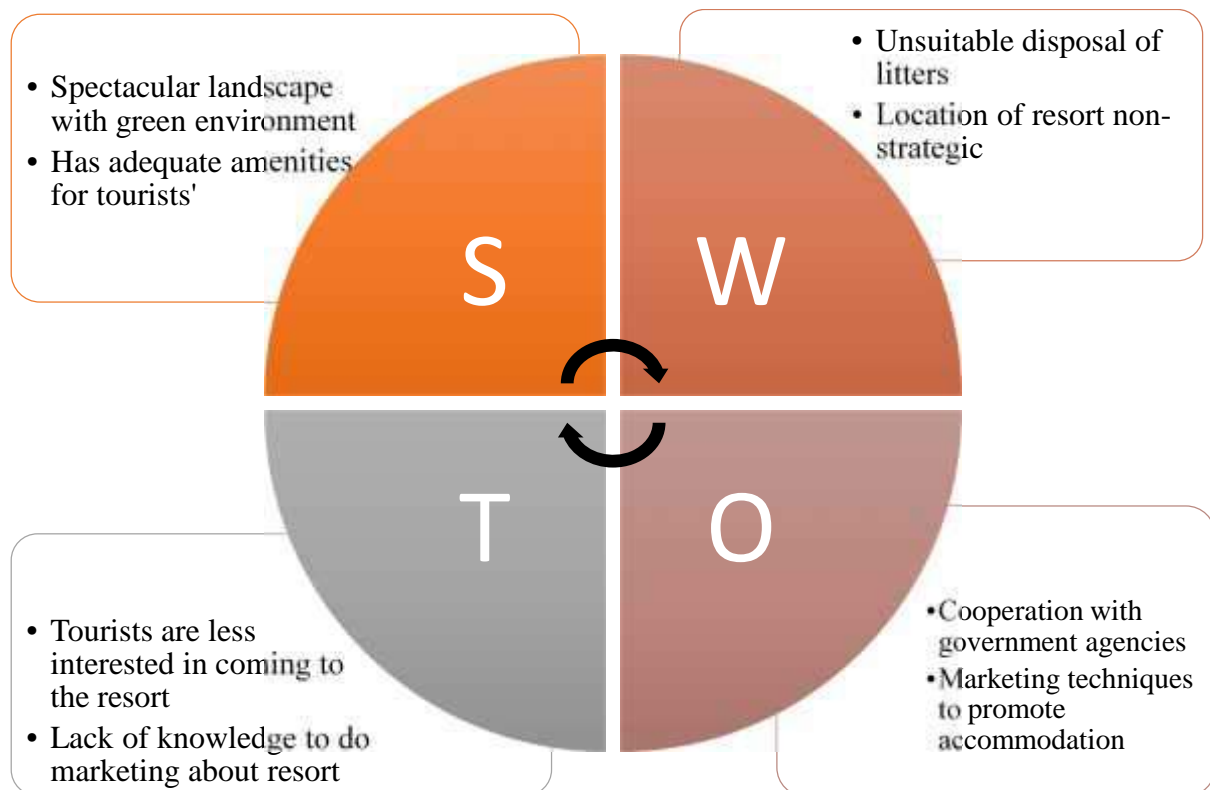
This project is organized by four (4) students from Department of Tourism and Hospitality from semester five (5) which is Nur Hakimah, Nur Aina' Nabilah, Aina Nuha, and Yee Shuen with two supervisors, Puan Aina Haslinda and Encik Abdul Kharim who are supervise and monitoring this project. Substantially, this project target market is for tourists who loved nature, family's group, students and local community.

#### **4.6.5 PARTNERSHIP**

This project has a partnership between the organization from the non-government and local community. For the cooperation organization, this project cooperates with Chedoq Beach Resort. Chedoq Beach resort give lots of cooperation in completing this project. Into the bargain, close acquaintances of the owner resort also give a hand in this project when building the recycle bin.

## 4.7 SWOT ANALYSIS

SWOT analysis is a strategic planning technique used to help a person or organization identify strengths, weaknesses, opportunities, and threats related to business or project planning. It is intending to specify the objectives of the business venture or project and identify the internal and external factors that need to develop effective strategies for improvement.



### 4.7.1 STRENGTH

This project integrates the concept of Green Tourism. Due to that, we develop a new image to resort to the Green Tourism concept. Chedoq Beach Resort has an irresistible landscape and views with a green environment. It can be seen that the advantages for the development of Green Tourism concept in the resort. They're also accessible sufficient amenities for tourists to stay and doing activities that are being provided in Chedoq Beach Resort. Eventually, Chedoq Beach Resort has a probability of developing a Green Tourism concept.

#### **4.7.2 WEAKNESS**

The weakness of this project is the resort do not use correct methods in waste segregation. Chedoq Beach Resort only burns garbage without segregating garbage according to the type of garbage disposal which is categories glass, metal, plastic, paper e-waste, organic trash, and food waste. In connection with that, the location of Chedoq Beach resort is non-strategic because garbage trucks unable to enter an area of the resort to pick up the trash due to the location of the resort far in the forest area, and the road is not paved. Lastly, segregating litters are essential for developing the Green Tourism concept.

#### **4.7.3 OPPORTUNITIES**

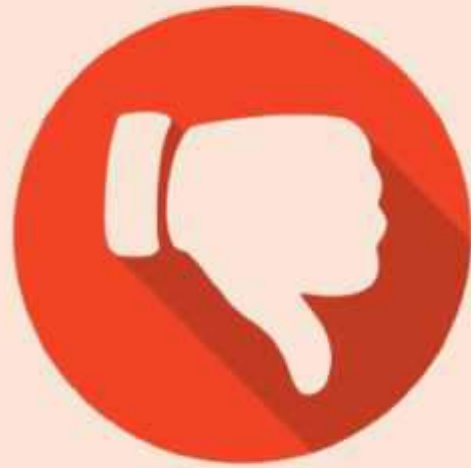
Considering to natural view and landscape with the green environment of Chedoq Beach Resort, the project can easily be developing the Green Tourism concept in Chedoq Beach Resort. With this concept, Chedoq Beach resort can cooperate with a tourism agency or any accommodation in Malaysia that has been practiced the Green Tourism concept as a guide to arise the Green Tourism concept. For example, The Frangipani Langkawi Resort and Spa. Furthermore, Chedoq Beach Resort can be marketed through social media such as Facebook, Instagram, Twitter or any tourism customer service website. For example, Expedia, Trivago, Traveloka and more. Besides, promoting through print media such as posters, brochures and flyers.

#### **4.7.4 THREAT**

Regarding Green Tourism concept, it may have to give consequence if the project implemented do not make any new changes to the resort. Cause of that, tourists still don't have awareness of resort existence or from tourists view of Green Tourism concept that develops in Chedoq Beach Resort is not comparable to other accommodations that practice the concept of Green Tourism. Due to that, Chedoq Beach Resort still get less interest from tourists. Besides, the owner of Chedoq Beach Resort has less knowledge in marketing. The owner, Encik Nazri was less exposed to marketing tools or technology to expand the development of Chedoq Beach Resort. In short, Chedoq Beach Resort has the potential to improve the profit and productivity of the resort.

## **4.8 CONCLUSION**

In conclusion from the results of this project, Chedoq Beach Resort can improve the marketing by using the ideas and strategies about Green Tourism from the research that has been done obtained from the internet resources, surveys, interviews the owner of Chedoq Beach Resort. There are 6ps which are a price, people, place, product, partnership and promotion that have been applied with marketing strategies in this project.



# **CHAPTER 5: RECOMMENDATION AND CONCLUSION**



## **CHAPTER 5**

### **RECOMMENDATION AND CONCLUSION**

#### **5.1 INTRODUCTION**

This chapter discusses the five parts of the statistical analysis from the result in the previous chapter. The first part discusses and highlights the result that support the main objective of the study. The second part is about discussions of project which has the objective and a brief description of the concept used to improve the resort's new image which is Green Tourism concept. The third part is concluded of project where there are about process of implementation the project development. Next, recommendations become the fourth part in this chapter that have the recommended idea to sustain this project. The last part which is part five is the conclusions from the whole project development.



## 5.2 RECOMMENDED

The following recommendations based on the students' own ideas towards improving the Chedoq Beach Resort. They represent the theoretical solutions in the sense that they have not been tested in practice, which means that it is not possible to determine whether they could be successful or not. However, the students believe that it is worth considering on these recommendations:

### a) People

The tour guide must have a knowledge and skills in safety such as first aid techniques. The first aid techniques are important since the tourists will be participating for activities in the package that provide by Chedoq Beach Resort where it can be risky and dangerous. Besides tour guide, "Persatuan Jurulatih Rekreasi Malaysia" must be invited so they can give some briefing about safety tips on before, during and after techniques of activities to the participants before starting the activities. This is to ensure the safety of the participants during the ongoing activities.

### b) Partnerships

Chedoq Beach Resort have a potential where it can still continuously progress further in the future. That's why it is important to make a co-operations and partnerships in tourism industries because it can give inspirations and guidance's to improve productivity of Chedoq Beach Resort. By making a collaboration with tour operators it can sell the accommodation and package that has been provide by Chedoq Beach Resort directly to the public or through travel agencies. This is because the tour operators have a wide range of connections. Besides tour operator, "Majlis Daerah Rompin" also one of the organizations that are needed for collaborations since the locations of Chedoq Beach Resort near to the capital city of Rompin.

That's why it is important to develop partnerships in order to give awareness about the existence of Chedoq Beach Resort. For example, if Chedoq Beach Resort and "Endau Rompin State Park" cooperate with each other in engaging the combination of

tourism product which is Chedoq Beach Resort by providing the accommodation of visitor and Endau Rompin State Park provide the attraction and activities in state park itself. With that, it can encourage Chedoq Beach Resort to make awareness of existence in tourism industry. Thus, when a new product has been developed it can finally communicate to the market and can be consumed by a part of tourism demand. Below are the listed organizations that are recommended for collaborations:

c) Organizations

No	Name	Logo of the company	Description
1.	MAJLIS DAERAH ROMPIN		Address: Address: Kampung Sepakat Barat, 26800 Kuala Rompin, Pahang  Tel: 09-4146677
2.	ANDALUSIA TRAVEL & TOUR SDN BHD (Kuala Rompin Branch)		Address: 772-1 (tingkat 1), Jalan Cemara Utama, Taman Cemara Rompin Jaya, 26800 Kuala Rompin, Pahang  Tel: 09-4142054/2055
3.	VILLAGER'S TRAVEL & TOURS SDN. BHD.		Address: Kaunter 5, Terminal Feri Tanjung Gemok, 26820 Rompin, Pahang  Tel: +609-413 1442
4.	CITY QUEST HOLIDAYS TRAVEL & TOURS SDN. BHD.		Address: MM 78A, Medan Mewah, Muadzam Shah, Rompin, Pahang.  Tel: Tel : +609-452 5151

5.	HOLIDAY TOURS & TRAVEL SDN BHD (Kuantan Branch)		Address: A15, Jalan Gambut 3, 25000 Kuantan, Pahang, Malaysia.  Tel: +609-570 6666 / +609-570 6677
6.	D ASIA TRAVELS SDN BHD		Address: Unit 1.29, Plaza Berjaya, Jalan Ambi, 55100 Kuala Lumpur, Malaysia  Tel: +6012 4250 469
7.	ENDAU ROMPIN STATE PARK		Address: Jalan Taman Negeri Rompin Selendang, 26800 Kuala Rompin, Pahang  Tel: 07-7991205

*Table 7: List of organizations*

d) Promotions

The promotion of a product is important to help companies improve their sales because customers reaction towards discounts and offers are impulsive. In other words, promotion is a marketing tool that involves enlightening the customers about the goods and services offered by an organization. Without promotions, Chedoq Beach Resort will never be known to the public and the tourists. Below are the listed social media which are well known by its potential in promoting the products

i. Facebook



Facebook is an American online social media and social networking service. Facebook is very efficient with regards to travel and is also used as one of the main reasons why Facebook itself is stressing the fact that tourism destinations and businesses need to be active on the social network, get the word out and is offering a number of ways for tourism companies to do so. However, Facebook provides tourism businesses and destinations with the opportunity to provide booking within the site.

ii. Instagram



Instagram is a free, online photo-sharing application and social network platform that was acquired by Facebook in 2012. Instagram recently released features that allow businesses to add “Book” and “Reserve” buttons to their feeds. With these features it can help tourism product provider can get customers easily because Instagram is an application that is always used by teenagers and adult nowadays.

### iii. Twitter



Twitter is an American microblogging and social networking service on which users post and interact with messages known as "tweets". Twitter is an easy and convenient way to connect with customers using short, succinct messages. When tweeting, frequently it can link to Facebook page, YouTube videos, and blog posts. Tourism provider can also include these links in your profile so that anyone can click through to site and learn more about the company. Therefore, twitter can also help to get customers in a more effective way

### iv. Expedia



Expedia Group is an American online travel shopping company for consumer and small business travel. The website and mobile app can be used to book airline tickets, hotel reservations, car rentals, cruise ships, and vacation packages. So, with this application tourist can booking tourism product easily which is tourist doesn't have to go search the website of the tourism product itself.

### e) Amenities

Amenities sometimes referred to as the "pleasantness" of a place, they play an important role in shaping the visitor experience and include things like public restrooms, signage, connectivity, emergency services, postal facilities, roads, sidewalks, safe drinking water, and more. By providing good condition of amenities it will give satisfaction for visitor to enjoy the holidays at accommodation. Furthermore, it can be tempting to take these elements for granted, ready access to them plays a major role in determining whether visitors will plan a return visit or recommend Chedog Beach Resort to others

f) Holiday packages

A package comprises transport and accommodation advertised and sold together by a vendor known as a tour operator. Other services may be provided such a rental car, activities or outings during the holiday. The package should be designed to improve the customer experience, increase the customer spend and length of stay and increase revenue. Hence, Chedoq Beach Resort must improve the deal in the existing packages to attract more visitor come to Chedoq Beach Resort. It could be accommodation and a restaurant deal, a tour with an added bonus of an attraction visit, discount accommodation pre or post an event combined with event tickets.

From these recommendations, hopefully it can make a difference from previous to new image of Chedoq Beach Resort which can improves the development of resort and gain the visitor awareness of Chedoq Beach Resort.

### **5.3 CONCLUSION**

The conclusion in this chapter trustfully that this project will succeed if there is a collaboration with the government body and the proposed travel company. To conclude with, hoping that this project will be sustainable and can improve the productivity of company all along with Chedoq Beach Resort can be widely commercialized in tourism industry and can compete forward with other resorts around Rompin area.

## APPENDIX A

### GANTT CHART

WEEKS ACTIVITIES	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Briefing the project														
Choosing group members														
Brainstorming ideas														
First discussion on journal														
Preparation on proposal														
Presentation of proposal														
Site visit														
Discussion with industry partner														
Implementation project														
Second discussion														
Monitoring project														
Preparation final presentation														
Final presentation														
Discuss on final report														



## APPENDIX B



# CHEDOQ BEACH RESORT



**KETUA PENYELIDIK:**  
ENCIK ABDUL KHAIRAM BIN ABDUL HAMID  
PUAN AINA HASLINDA BINTI ANUAR

**PENYELIDIK:**

NUR HAKIMAH BINTI AMRAN	09DUP18F1014
NUR AINA NABILAH BINTI MOHD NOOR	09DUP18F1024
AINA NUHA BINTI AHMAD NAZRI	09DUP18F1022
YAP YEE SHUEN	09DUP18F1016

### ABSTRAK

Projek Chedog Beach Resort ini merupakan projek yang berkonsepkan *Green Tourism*. Di dalam projek ini kami telah memperbaharui imej Chedog Beach Resort, Pahang dengan menggunakan konsep *Green Tourism* iaitu menambahkan papan tanda untuk kaunter ketibaan tetamu dan menambah papan tanda *Green Practices* di dalam bilik. Selain itu, kami telah membina tong kitar semula di kawasan Chedog Beach Resort dengan menggunakan bahan-bahan kitar semula seperti kayu dan pukat lama. Kami berharap dengan projek ini dapat membantu pihak Chedog Beach Resort untuk mendapat perhatian daripada pengunjung untuk datang ke resort sekaligus dapat meningkatkan produktiviti resort ini.

**PERNYATAAN MASALAH**

- Kurang mendapat perhatian dari pengunjung dalam kawasan Rompin dan luar kawasan Rompin
- Sistem pengurusan yang kurang berkesan
- Kekurangan dari segi teknik pemasaran

**OBJEKTIF KAJIAN**

- Memperbaiki teknik pemasaran dalam mempromosikan resort
- Untuk memberi kesedaran mengenai kewujudan Chedog Beach Resort
- Untuk meningkatkan kedatangan pengunjung ke Chedog Beach Resort dengan menggunakan konsep *Green Tourism*

**IMPAK KEPADA KOMUNITI**

- Dapat meningkatkan tahap kepuasan pengunjung yang datang
- Dapat memberi kesedaran kepada komuniti setempat tentang keunikan Chedog Beach Resort



**NOVELTI**

Dapat membantu pihak Chedog Beach Resort dalam mempromosikan resort dan menarik lebih ramai pengunjung untuk datang dan menginap di Chedog Beach Resort



**PAPAN TANDA MESRA ALAM**

**KONSEP IDEA**

Konsep ini berdasarkan daripada masalah kurang mendapat perhatian daripada pengunjung ke Chedog Beach Resort sama ada dalam kawasan Rompin atau luar kawasan Rompin. Dengan itu, kami telah menggunakan konsep *Green Tourism* untuk menyelesaikan masalah tersebut.



**TONG SAMPAH KITAR SEMULA**

**NILAI KOMERSIAL**

- Chedog Beach Resort dapat dikomersialkan sebagai resort yang menggunakan konsep *Green Tourism*
- Menepati cita rasa pelancong dengan keunikan resort.

Poster for final project presentation

## APPENDIX C



*During the implementation of final project*



## APPENDIX D

### ACCOMMODATION IN CHEDOQ BEAH RESORT



Chalet Family

(4 unit / capacity 4 people per room / RM 138.00)



Chalet Standard

(12 unit / capacity 2 people per room / RM 88.00)



*QR code for registration form*

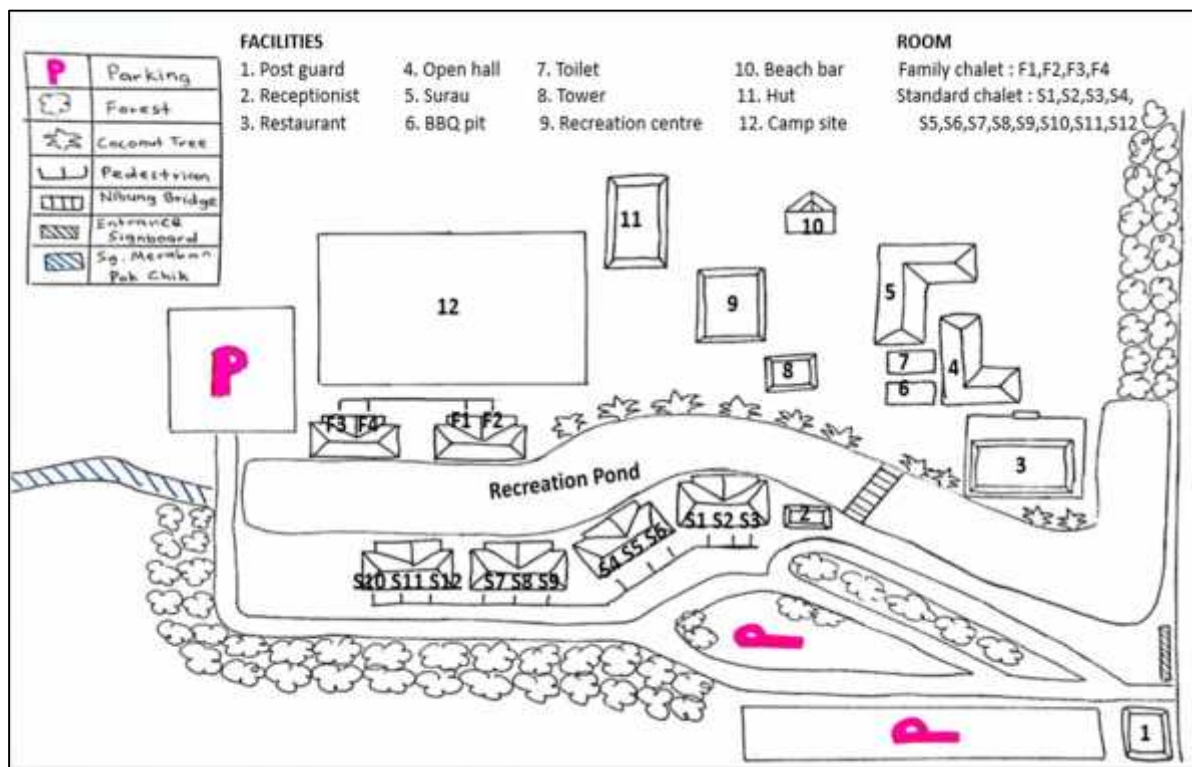


*QR code for official website  
of Chedoq Beach Resort*

## APPENDIX E



*The current layout of Chedok Beach Resort*



*The latest layout of Chedok Beach Resort*

## REFERENCES

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C H E D O Q B E A C H  
R E S O R T

*“Di Sini Segalanya Natural”*

