

INTERPRETING DESTINATION IMAGE FROM THE MARKETING PERSPECTIVE

ABSTRACT

Malaysia, one of the popular destination, that tourist prefer to visit before pandemic. Tourism Malaysia under ministry of tourism is the agency, which is responsible in managing Malaysia's destination attraction. The crucial part this marketing organization face is to the determine the attractive spots in Malaysia. These attractive spots are the iconic places that will portray Malaysia as tourism destination. Therefore, the key indicator that this agency should use to identify those spots is an accurate destination image.

Tourism Malaysia and private company in Malaysia always collaborating & strategizing the tourism destination image, involving their manpower, money, machine, and method – 4M Concept.

One of the excellent activities that they organize is familiarization trip, which was organize by these two bodies, government & private sectors. The trip bring up the renown and popular or influence media to Malaysia. This sponsored program involved hotel, air tickets, pocket money, accommodation, foods, transport and IT facilities.

Participants who are from various media especially journalism group experienced all activities this fam-trip base on different segmentation of activities. The feeling, taste, odor, smell, physical activities, environment, scenery, food taste, dancing, culture are all images that they captured from all destination spots.

The duration of trip normally from one week to one month, and the choices of places is based on attractive destination images belong to Malaysian

Among private sector involved are ministry Tourism of Malaysia, MAS-Malaysian Airline System, Airasia, hotel operator, travel agencies and Tourist Guide Association This holistic effort involving different parties is to promote and manage promotion of Malaysian fantastic destination image to over the world through third party testimony. Involving different parties is to promote and manage promotion of Malaysian

In term of budget or monetary, this technique of promotion become save budget and very effective in marketing for promotion of tourism sector because the third party (form journalist) give testimony about the places in Malaysia when they visited is marvelous and so beautiful.

Among the Malaysian places involved in Farm trip are Taman Negara, Cameron Highland, KLCC shopping center, Langkawi Island, Tioaman Island, Tanjung Rhu, Johor, Malaysia etc.

And lastly the promotion of Malaysia Destination images is very crucial and important to uplift Malaysian economy through tourism *sector that offer job opportunity, promotion for staff, overtime, reduce poverty and at the end to bring prosper to all Malaysian people