



Institute for Management and
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THE CHALLENGES IN SUSTAINING EVENTS: THE CASE OF INTERNATIONAL KITES FESTIVAL IN KELANTAN

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This case was written by Kalsom Kayat, Nor Ashikin Mohd Nor, Asmahany Rameily, Universiti Utara Malaysia. It is intended to be used as the basis for class discussion rather than to illustrate either effective or ineffective handling of a management situation.

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Introduction

Mohd Sabili, the manager of Kelantan Tourism Information Centre (TIC), was accountable to deliberate the best strategies and increase the profile of Kelantan as a tourism destination, as well as to empower the image of Kelantan as "The Cradle of Malay Culture." The other important tasks for him are to gather the related information and working with various level of stakeholders, including residents, business organizations, media, visitors, and so on. Besides that, he also needs to keep update with any changes of tourist activities and events, as well as preparing the reports for senior management and attending meetings with variety of people including the stakeholders either locally or internationally. As such, within his supervision, Mohd Sabili has to ensure that the reputation and the positive image of the Kelantan Tourism Information Centre as local tourism authority are well maintained. Consequently, he is responsible for carrying the positive reputation of TIC into the next level.

Notably, there are more than 40 events (including sports event, local cultural festivals, food events, exhibition and entertainment events), ranging from local and international levels have been planned annually in Kelantan. Among all, the most prestigious signature event that became a trademark for Kelantan is The Kelantan International Wau Festival, which has been sustained and successfully hosted by TIC since 1982. Wau is a term to describe the Malaysia's traditional giant kite. Notwithstanding, throughout maintaining Kelantan International Wau Festival, many challenges have been faced by TIC and as the key person, Mohd Sabili has to ensure that the achievement of Kelantan International Wau Festival successfully prevailed the previous one.

In other words, Mohd Sabili and his team has to gather as much information as possible regarding the tourism development in Kelantan, especially on the potential of Kelantan International Wau Festival in boosting tourism in Kelantan. Therefore, this case study is very significant in aiding TICteam to produce and sustain the success of Kelantan International Wau Festival.

Tourism in Kelantan

Kelantan is one of the fourteen states in Malaysia, situated at the northeast of peninsular Malaysia, and is very rich with Malay traditional arts and culture. Hence, Kelantan has been labeled as "The Cradle of Malay Culture," whereby most traditional Malay culture could be found in that state. The uniqueness and richness of culture have contributed significantly to Kelantan tourism sector, and it turned tourism as the second most crucial money-spinner for Kelantan besides agricultural sector (see picture 1: Map of Kelantan Tourism).

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