LTHIC

LANGKAWI TOURISM AND HOSPITALITY
INTERNATIONAL CONFERENCE 2022

13 & 14 NOVEMBER 2022

Engaging Tourism and Hospitality in the Post Covid19 Era

BOOK OF ABSTRACT

UUM
Universiti Utara Malaysia

LANGKAWI TOURISM AND HOSPITALITY INTERNATIONAL CONFERENCE 2022
13 – 14 November 2022

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WELCOMING NOTE FROM VICE CHANCELLOR OF UNIVERSITI UTARA MALAYSIA

Assalamualaikum Warahmatullahi Wabaraktuh and a very good morning.

Yang Berusaha Prof. Madya Dr. Kamal Izzuwan Ramli,
Dean of School of Tourism, Hospitality and Event Management

Yang Berusaha Professor Dr. Azilah Kassim,
Director of Langkawi International Tourism and Hospitality (LITH) Research Centre

Yang Berusaha Prof. Madya Dr. Rozila Ahmad,
Chairperson of the 2nd Langkawi Tourism and Hospitality International Conference (LTHIC)

Honourable keynote speaker,

Yang Berusaha Tuan Nasaruddin Bin Abdul Muttalib, Chief Executive officer of Langkawi Development Authority (LADA)

Paper presenters and participants; and the Organizing committee of the 2nd Langkawi Tourism and Hospitality International Conference (LTHIC);

Distinguished guests, ladies and gentlemen,

First of all, I would like to welcome all of you to the 2nd Langkawi Tourism and Hospitality International Conference (LTHIC). Universiti Utara Malaysia (UUM) is proud to be able to host this event with the theme "Engaging Tourism and Hospitality in the Post-COVID-19 Era".

The COVID-19 pandemic has placed the tourism and hospitality industries under unprecedented pressure. In line with the situation, one of our Centre of Excellence (COE) which is Langkawi International Tourism and Hospitality (LITH) under the School of Tourism, Hospitality and Event Management (STHEM) took the initiative to organise the 2nd Langkawi Tourism and Hospitality International Conference (LTHIC). It is hoped that the sharing of best practices, novel ideas, and impactful innovations in tourism and its teaching and learning will continue to be the tradition of this conference.

The theme "Engaging Tourism and Hospitality in the Post COVID-19 Era" has been set in conjunction with the post pandemic era that we are experiencing now, which requires that we rebuild the sector as it largely contributes to Malaysia's economy. In 2019, tourism's direct contribution to GDP was $8 billion, or 11.5% of the total economy, and provided 14.7% of total employment. The Malaysian UNESCO world heritage sites received 19.8 million tourists, and Langkawi is one of the heritage sites. However, these numbers have dropped since COVID-19 spread throughout the world.

The extremely contagious novel coronavirus negatively affects the industry, raising serious concerns about its current and potential threat. The pandemic threatens millions of jobs globally, and the tourism and hospitality sectors are not excluded as they continuously strive to survive. This is prevalent in Langkawi, one of Malaysia's top tourist destinations. Therefore, engaging tourism in the post-COVID Era is crucial to saving the tourism and hospitality industry from collapsing.

The COVID-19 pandemic, accompanied by the issue of sustainability, makes the situation more complex. There are problems of businesses failing in the tourism and hospitality sector, the issue of unemployment and various other social problems. COVID-19 resulted in hotel closures, thus unemployment. From January until March 2020, hotels in Malaysia lost over RM75 million, and the total losses for hotels in Kedah was RM3,291,500. In Langkawi, a total of 340 hotel workers had their salaries cut, 902 were given unpaid leave, and 92 people were laid off.

Besides the issues caused by the pandemic, there are numerous effects of natural pollution and societal issues brought on by human activities, needs, and behaviour. Climate change causes huge floods, one of which has hit Langkawi recently. Disasters caused by climate change have affected the arrival of tourists to the destination as well as the overall movement of the industry. Climate change directly affects fuel supply and energy production as well as the physical resilience of current and future energy infrastructure. These problems necessitate academic researchers and industry to discuss the problems that arise to find a solution that is in line with the Sustainable Development Goals (SDGs).

At the United Nations climate change conference in 2021, governments agreed that mobilising stronger and more ambitious climate action is urgently required. Action must come from governments, cities, regions, businesses, researchers, and investors. Hence, LITH has worked together with the Langkawi Development Authority (LADA) which focuses on becoming the leading contributor to the development of Langkawi as a world-class tourism destination. Accordingly, LTHIC is the best platform for us to share the current issues, challenges, and solutions in conjunction to enhance the tourism and hospitality industry not only in Malaysia but around the world, which covers the aspects of environmental, economic, and social science.

Creating engaging tourism experiences virtually and physically can help recreate and retain jobs, consistent with the United Nations Sustainable Development Goals number 8, to create "decent work and economic growth". Virtual tourism experiences encourage travellers to plan for their physical tourism. Engaging tourism websites can attract tourists and stimulate the destination's economic growth. Therefore, Malaysia is also embracing smart tourism.

Tourism Malaysia launched Malaysia Smart Tourism 4.0 in 2018. To encourage tourism-related businesses to transform the way they operate in response to digital technology trends. Smart Tourism has been identified as a key strategy to increase Malaysia's tourism-based income but requires tourism industry players to use digital technologies to enhance their tourism offerings and improve tourist experiences. With an enhanced digital experience and

experiential content, Malaysia hopes to entice more international and local tourists to visit the various destinations in the country.

The tourism, arts and culture ministry has set a target of attracting 9.2 million tourists, and they are expected to spend RM26.8 billion in the country this year. More than 3.21 million arrivals and RM9.35 billion in tourism revenue were recorded during the first seven months of the year. Achieving the target can be made possible only with vigorous initiatives.

Several research projects are already underway to address the challenges of defining, contextualizing, and debating the concepts of sustainable tourism and smart tourism. LTHIC plans to capture this diversity of discourses and debates to enhance our understanding of the subjectivity of reviving economic concepts and practises as well as their trends and functions. It also aims to uncover policies, trends, and evolutions in economics, marketing, and management that could have global relevance and applications.

Ladies and gentlemen,

As we move forward, we have to identify new strategies or improve on the transformation that we have already done, and more importantly, to share and learn from each other what we have innovated so that the future of tourism, hospitality, and the event industry and the future of workforces are better correlated. LTHIC opens up the opportunity to engage with academics and leaders in teaching and learning from various organisations to showcase impactful practises and innovations, and to discuss issues, trends, and best practises with the aim of striving for the tourism industry and its components' recovery.

 LTHIC provides opportunities for showcasing, sharing, and consolidating innovative ideas for promoting tourism and tourism-related industries. It also includes teaching and learning at higher education levels to supply a skilled workforce to these sectors. We all have the opportunity to prepare ourselves for tomorrow and to be one of the change agents heading towards the future. I wish all of you a fruitful and unforgettable virtual experience as you explore the trends in the industry and make new friends and network with people who have common goals. Together, I hope we will be able to leverage the best in creativity, innovation, reflective practices, and collaborative technologies to build a better future that is win-win for all.

Ibn Mas'ud reported:

> *I heard the Messenger of Allah saying, "May Allah freshen the affairs of a*
> *person who hears something from us and communicates it to others*
> *exactly as he heard it (i.e., both the meaning and the words), for it may be*
> *that the recipient of knowledge understands it better than the one who has*
> *heard it."[At-Tirmidhi].*

And with the recitation of Bismillahirrahmanirrahim, I hereby officiate STHEM's 2nd Langkawi Tourism and Hospitality International Conference 2022 Edition.

Wabillahi Taufiq Walhidayah Wassalamualaikum Warahmatullahi Wabarakatuh. Thank you.

Prof. Haim Hilman

Vice Chancellor
Universiti Utara Malaysia

WELCOMING NOTE FROM THE DEAN OF SCHOOL OF TOURISM, HOSPITALITY AND EVENT MANAGEMENT

I would like to start by congratulating all of the speakers and presenters for the 2022 Langkawi Tourism and Hospitality International Conference (LTHIC 2022). I would also like to thank all of the secretariats and committee members who helped make this conference a reality.

This conference is timely for the current global situation. The tourism and hospitality sectors have been facing difficulties during the COVID-19 pandemic. The introduction of vaccines has shed a light at the end of tunnel for everyone throughout the world. This has been such a huge relieve for the tourism and hospitality sectors, which are heavily dependent on people's presence, be it as service provider or consumers. Timely as it is, LTHIC 2022 brings together academics, industrial players and also consumers from all over the world to discuss the way forward for the industry by discussing the issues, challenges as well as suggestions for the betterment of the industry.

As the Dean of School of Tourism, Hospitality and Event Management (STHEM), Universiti Utara Malaysia (UUM), I would like to express my heartfelt gratitude to everyone who helped make this conference a success.

Thank you

AP Dr. Kamal Izzuwan Ramli

Dean
School of Tourism, Hospitality and Event Management

WELCOMING NOTE FROM THE DIRECTOR OF LANGKAWI INTERNATIONAL TOURISM AND HOSPITALITY (LITH) RESEARCH CENTRE

Langkawi International Tourism and Hospitality (LITH), School of Tourism, Hospitality and Event Management is proud to once again host LTHIC for the year 2022. As the Director of LITH, I think it is a happy occasion indeed that LTHIC manages to once again be a platform for discussion, debate and learning for fellow academicians on the conference theme. At the same time, we at LITH are humbled by the fact that LTHIC still needs to be online due to the uncertainties that still prevail about the Covid19 pandemic. It is our hope that LTHIC will one day brings together people from all corners of the world to physically meet and have more meaningful engagements with one another.

LTHIC 2022 theme is on point and timely. It is crucial to obtain knowledge about the nature and true magnitude of the COVID-19 pandemic particularly on the tourism and hospitality industry because COVID-19 has led to greater government intervention in the tourism industry, with multitude of policy impacts that could be studied and understood. Mandatory lockdowns and support in the form of tax relief, stimulus checks, grants, and payment deferrals to guarantee the feasibility and continuity of businesses across different sectors, including tourism are some of the forms of interventions that may or may not have influenced the speed of recovery we are currently experiencing. As countries across the world now prepare for the return of domestic and international tourism, there are many things to be debated about the how and why tourism players, policymakers, academics, and industry professionals could learn from the Covid 19 pandemic to forecast and address possible future pandemic crises.

LTHIC 2022 aims to bring together the different scenarios for recovery in tourism revenue and tourist arrivals in the ASEAN and East Asian economies. It is our hope that the presentations and discussions, as well as the special issues that will be the output of this conference, will be able to highlight outstanding studies and research activities on the conference theme that could inspire others particularly the emerging scholars. Have a great conference everyone.

Prof. Dr. Azilah Kasim

Director of LITH

WELCOMING NOTE FROM THE CONFERENCE CHAIR

It is a great pleasure to welcome all participants to the Langkawi International Conference 2022 (LTHIC2022) virtual conference with the theme "Engaging Tourism and Hospitality in the Post Covid19 Era". The host for this conference is the School of Tourism, Hospitality and Event Management centre of excellence, namely Langkawi International Research Centre for Tourism and Hospitality.

This is the second time our conference is held virtually. Attracting participants has been a challenging task for a small school here in University Utara Malaysia is located in the Northern of Malaysia. It is tough because we are charging for the conference when other international conferences are free of charge. However, as the organizing committee we are grateful with the 32 papers that will be presented.

We wish you all the best for your presentation and your full paper publication. We hope you will enjoy being a part of this virtual conference, listening to our keynote speakers, and visiting Langkawi virtually. Hopefully, we can meet face-to-face for our next conference in Langkawi.

I would like to take this opportunity to express my gratitude to all LTHIC 2022 committees for their commitment and dedication in organizing this virtual conference. I am very sure they are working very hard to serve you the best for this high-impact program.

AP Dr. Rozila Ahmad

Conference Chair

KEYNOTE SPEAKERS' BIOGRAPHY

YBrs Nasaruddin Bin Abdul Muttalib

YBrs Tuan Nasaruddin Bin Abdul Muttalib is the Chief Executive Officer of Langkawi Development Authority and the Administrative and Diplomatic Officer at Perlis State Treasury Office. He was awarded with a bachelor's degree in Management by Universiti Sains Malaysia in 1992. His highest academic qualification is Master of Business Administration from Waseda University, Tokyo, Japan. The education in Japan enables him to communicate in Japanese language in addition to Bahasa Melayu, English and Mandarin. He has been working in the government sector since 1994. He specializes in Financial Management for 14 years, Economic Management for 9 years, and Social and Infrastructure Management for 3 years. His working experience and expertise in these areas qualifies him to be appointed as the Chief Executive Officer of Langkawi Development Authority.

Professor Dr. Noel Scott

Professor Dr. Noel Scott, PhD <email: nscott1@usc.edu.au> is Adjunct Professor of Tourism Management, at the Sustainable Research Centre, University of Sunshine Coast; Taylor's University, Malaysia, Mataram University, Indonesia and Edith Cowan University, Australia. His highest degree is PhD in Tourism from the University of Queensland Australia. His research interests include the study of tourism experiences and destination management. He is a frequent speaker at academic and industry conferences. He has over 300 academic publications including 17 books. He has supervised 30 doctoral students to successful completion of their theses. He is on the Editorial Board of 10 journals, a member of the International Association of China Tourism Scholars and a Fellow of the Council for Australasian Tourism and Hospitality Education.

Professor Dr. Kashif Hussain

Professor Dr. Kashif Hussain has over 20 years of professional experience in teaching, research and consultancy activities. He holds a Ph.D. (Educational Administration & Supervision) from Near East University, M.Sc. (Tourism Management) and B.Sc. (Tourism & Hospitality Management) from Eastern Mediterranean University from North Cyprus (Turkey). He has taught a number of subjects from Diploma to PhD levels including research methods and advance research methods that have developed several postgraduate students to complete their research and studies. To date, he has successfully graduated 48 postgraduate students (PhDs, DBA, MBA & Master students) and currently supervising and advising many more in Malaysia, Pakistan and Qatar. Professor Dr. Kashif Hussain has held various leadership positions in his career. Currently, he is an Academic Professor and a Dean at the College of Business Management, University of Doha for Science and Technology, Doha, Qatar. In the past, he has been the Chairman of the School of Media and Communication, Director for Research for the Faculty of Social Sciences and Leisure Management and Centre for Research and Innovation in Tourism at Taylor's

University. He also held Affiliate Professorship at Superior University in Pakistan, Panel of Expert and External Auditor for National Programme Standards at Malaysian Qualifications Agency in Malaysia, Advisor and External Assessor of Educational Quality for Hospitality and Tourism Programmes at East West International College and University College Sabah Foundation, and External Evaluator for Professorial Academic Promotions at University Putra Malaysia in Malaysia. He is the former Dean of Faculty of Hospitality and Tourism Management of UCSI University and Former President of Malaysia Centre for Tourism and Hospitality Education (MyCenTHE) for Ministry of Education in Malaysia.

YBrs Hishamuddin Mustafa

YBrs. Tuan Hishamuddin Mustafa is the Deputy Director of Strategic Planning Division at Malaysia Tourism Promotion Board, Ministry of Tourism, Arts and Culture Malaysia. He has been appointed as the Adjunct Fellow for the School of Tourism, Hospitality and Event Management, Universiti Utara Malaysia since 2019. He is also the Permanent Advisor to the Tourism Sector for the Malaysian Cooperative Commission Scheme, Edu-tourism Advisor for public universities in Malaysia such as Universiti Putra Malaysia, Universiti Teknologi Malaysia, Universiti Teknikal Malaysia Melaka, Universiti Utara Malaysia, Universiti Perguruan Sultan Idris, Universiti Sains Malaysia and Universiti Teknologi MARA. In addition, he is the pioneer in the development of Korban packages in Malaysian homestays for the Singapore market starting in 2006, and the Consultant and freelance Trainer for homestay and domestic tourism package development (inbound tourism) in Malaysia. He has extensive experience in domestic and international tourism marketing, especially for the Indonesian market. In 2017 he represented Malaysia at Asia Pacific Tourism Marketing Evaluation Conference Workshop in Changsu, China. He has won a number of awards, and one of the most prestigious among them is the Lake Toba Tourism Award for Leading Foreign Tourism Office category in Indonesia defeating Singapore, India and Japan in 2021.

Datuk (Dr.) Redzuawan Ismail

Datuk (Dr.) Redzuawan bin Ismail is a Professional Chef, the Food Ambassador of Malaysia, the Resident Chef of the Asian Food Channel, a Food Critic and Malaysian Magazine Writer, a Cookbook Author, an Actor, and an entrepreneur. Initially, his academic qualification is Diploma in Accounting. His passion for culinary brought him to Ritz Hotel in Paris France for Ritz Escoffeir Diploma (Ecole Ritz-Esscoffier De Gastronomie Francaise) and California Culinary Academy in San Francisco, United States for Associate degree in Professional Chef Training and Hotel Management. He has vast working experience in the international hospitality industry and broadcasting. These include being the Culinary Host for the following culinary shows: The Kuali Cook Show, Chef Wan Citarasa Sedunia Bersama Gas Petronas, A Taste of Australia with Chef Wan (Australian ABC Network), Flavours of Asia (Prime 12, Singapore), Market Kitchen (UK Food Network), Flavours of the World (TV4, Sweden), and Chef Wan and Gino's Specials (Orge TV, Norway). Chef Wan is the author for Flavours of Malaysia, Selera Antarabangsa (MAS Golden Boutique), Chef Wan's Sweet Treats (Times Edition), Simply Sedap! Chef Wan's Favourite Recipes, and Sajian Raya Bersama Chef Wan.

PROGRAMME TENTATIVE

13TH November 2022 | Sunday

8.30AM	**Registration**
9.00AM	Opening Ceremony

Opening Speech by Vice Chancellor of UUM
Prof. Dr. Haim Hilman Abdullah

Opening Speech by CEO of LADA
YBrs Tuan Nasaruddin Bin Abdul Muttalib

11.00 AM   **Keynote session I**

Prof. Dr. Noel Scott (Adjunct Professor of Tourism Management in universities in Australia, Malaysia and Indonesia)

Title: "Research Topics After Covid-19, Some Thoughts."

Keynote session II

Prof. Dr. Kashif Hussain (Academic Professor and Dean at College of Business Management, University of Doha, Qatar).

Title: "Halal Tourism"

2.00PM   Parallel Session 1

Parallel Session 2

Parallel Session 3

5.00PM   End of Day 1

14TH November 2022 | Monday

9.00AM   **Keynote session III**

Deputy Director of Strategic Planning Division at Malaysia Tourism Promotion Board, MOTAC
En. Hishamuddin Mustafa

Keynote session IV

Celebrity Chef
Dato' Redzuawan Ismail or Chef Wan

2.00PM   Parallel Session 4

Parallel Session 5

Parallel Session 6

5.00PM   Award Winner Announcement and Awards Ceremony

Closing Ceremony

Closing Speech by Dean of STHEM
Associate Prof. Dr. Kamal Izzuwan Bin Ramli

Closing Speech by Director of LITH
Prof. Dr. Azilah Kassim

End Of Conference

EXPLORING THE ENVIRONMENTALLY FRIENDLY PRACTICES DURING THE COVID-19 PANDEMIC: A COMPARISON BETWEEN HOTELS IN BALI, INDONESIA AND LANGKAWI, MALAYSIA

*Eshaby Mustafa[1], Dina Sekar Vusparatih[2], Nurul Syazana Hishamuddin[3] & Handy Martinus[4]

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Abstract

This study aims to explore environmental practices from hotels in Pulau Langkawi and Bali during the Covid 19 Pandemic. Using semi-structured interviews with the governing authorities in Pulau Langkawi and Bali, as well as hotel industry feedbacks, observation and secondary data, the authors deploy an analysis to develop further understanding on the environmentally friendly practices and further noted its effect on the sustainability of hospitality and tourism in both locations. It was found that the issues surrounding sustainability in hospitality and tourism through these practices are longstanding and are heavily impacted by the current Covid 19 pandemic. In considering strategies and approaches to implement the environmentally friendly practices, this study found that the hotels still promote and implement these practices to maintain sustainable tourism and hospitality development amidst the pandemic. Moreover, issues faced in implementing the environmentally friendly practices should not be taken in isolation, and, by drawing upon collaborative actions between the governing bodies and the hotel sector, scholars can better understand how these practices shaped the sustainability of hospitality and tourism industry. This study demonstrates how hospitality and tourism sustainability can be developed over time and in different contexts, in both government-led and industry-led approaches, providing lessons for understanding environmental practice implementation in the future. This study further illustrates the theoretical and practical value of environmentally friendly practices as the pathway for sustainable hospitality and tourism development.

Keywords: Environmentally friendly practices, Covid 19, Sustainable tourism, Bali, Langkawi

MALAYSIAN YOUTH PERSPECTIVE ON HOW TO SOLVE ENVIRONMENTAL ISSUES

*Rozila Ahmad[1], Asmahany Ramely[2], Noor Amalina Mat Yusof[3] & Noor Azimin Zainol[4]

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Paper ID: LTHIC04

Abstract

The future of environmental sustainability depends on the youth of today. Therefore, it is crucial that the youth of today be actively involved in environmental issues beside maintaining natural resources by responsibly interacting with the planet. This will ensure ecological sustainability and the ability of future generations to meet their needs. In Malaysia, youth represent almost half of the total population. Thus, they should be given the lead role of environmental sustainability initiatives, and their perspective should be honoured. Based on information gathered from 140 youths aged between 20 to 24 years old, this study revealed the youth's perspective on how to sustain the environment. In an effort to capture as much information as possible from the youth, qualitative method was used instead of quantitative. This qualitative study used self-administered open-ended questions that were analysed using content analysis. Malaysian youth perceived that environmental issues can be solved by involving all generations in environmental sustainability effort, avoiding the use of plastic such as plastic straws, replace disposable items with reusable items, energy and water conservation, strict implementation of carrying capacity at tourism destinations, educate local communities, tourists and tourism operators about environmental sustainability, sustainability campaign using online platforms, law enforcement, and many more. All the answers were categorised into several themes. Future studies can use the themes to develop questionnaires for quantitative studies. The findings of this study can be used by all stakeholders in their effort to sustain the environment.

Keywords: Youth, Environment, Sustainability, Green, Education.

RESTARTING MICE EVENTS AFTER COVID-19: A LOOK AT READINESS, CHALLENGES AND STRATEGIES TO RESTART

*Asmahany Ramely[1], Rozila Ahmad[2], Nor Ashikin Mohd Nor[3] & Mohd Fadzilillah Ab Talib[4]

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Paper ID: LTHIC05

Abstract

The novel coronavirus disease (COVID-19) outbreak from March 2020 until 2021 brought great losses to all business sectors including the MICE industry. Therefore, it is now imperative to conduct a stringent analysis on the need to restart MICE events as it is part of the adaptability, recovery, and resilience of the events industry. To this end, the content of webinars streamed live on open-access platforms such as YouTube as well as event companies' websites or their Facebook pages between January 2021 and October 2021 were reviewed and analysed. The speakers and panelists of the selected webinars are experts in event management. The majority of them are established industry practitioners and key people in their respective organisations. As main decision-makers of their companies, their thoughts and perceptions are valid and relevant as they can determine their companies' policies. By exploring their individual experiences and roles in handling COVID-19, a holistic understanding of crisis management can be obtained. The results of the content analysis suggest three main things to be considered before restarting MICE events. Specifically, to restart the MICE business, the experts suggested the MICE organisers to get ready, understand the challenges as well as determine their strategies.

Keywords: MICE Events, COVID-19, Readiness, Challenges, Strategies

LINKING ORGANIZATIONAL SERVICE CLIMATE TO CUSTOMER SATISFACTION IN A MUSLIM-FRIENDLY HOSPITALITY: A MULTI-LEVEL STUDY

*Noor Amalina Mat Yusof[1], Shahrul Aiman Soelar[2], Wan Jamaliah Wan Jusoh[3] & Khairusy Syakirin Has-Yun Hashim[4]

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Abstract

Customers' satisfaction is a critical component in providing a competitive advantage for Islamic tourism and consequently, sustain the industry. In many articles, customers are always given special treatment considering they are the primary source of most organization's revenue. However, the employees' view about offering high level services is also important. This study aims to examine the effect of service climate, service behaviour, and service quality on customer satisfaction in Muslim-friendly hotels. Particularly, contemplate social interaction which occurs between employees and customers. The social exchange theory (SET) and an extended SERVPERF model guided this study, and a 55-item instrument was adopted. As this study involves the employee-customer relationship, two sets of instruments were developed: (1) information about the service climate and employees' service behaviour were obtained from employees who are involved with service delivery at the MFHs, while (2) information about service quality and customer satisfaction were evaluated by customers. Based on 120 employees working at MFHs and 120 customers who visited at MFHs at least once, usable data was gathered at 24 MFHs, and the data were analysed using multilevel analysis. It was found that service climate significantly influenced employee service behaviour. In addition, service quality significantly influenced customer satisfaction. These findings offer a better understanding of social interaction within Malaysian MFHs in the pursuit of customers' satisfaction.

Keywords: Muslim-friendly hotels, Multilevel, Employee, Customer

THE IMPLEMENTATION OF HOSPITALITY LANGUAGE AMONG FRONT DESK STAFF IN A TERTIARY EDUCATION

*Nurul Imtiaz Abd Gani[1], Nurazwani Zakaria[2] & Nur Fatirah Mohd Dzahir[3]

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Paper ID: LTHIC10

Abstract

Front desk staff are highly related to customer service skills and hospitality. They are responsible for catering both the service and hospitality to ensure customers feel comfortable. To promote comfort, the Hospitality Language (HL), referring to the linguistic expression element, plays a significant role in ensuring that the front desk personnel achieve the outcome. However, the front desk staff in this study lacked these crucial abilities, despite the fact that they are required to converse with customers in appropriate hospitality English. Using the four cycles of hospitality stages, namely arrival, familiarisation, engagement and departure, this article elucidates the implementation of HL among front desk staff at UUM. The study employed a qualitative method involving front desk staff as the informants for the data collection. The study's results revealed that the front desk staff were unfamiliar with the theoretical and practical knowledge of integrating hospitality language skills while dealing with customers. Finally, having done the necessary analysis and interpretation of the study's findings, the researchers forwarded recommendations to key stakeholders in language education, one of which is to conduct short courses training to ensure the front desk staff obtained an adequate level of communicative ability and familiarised themselves with the relevant terms related to hospitality services.

Keywords: Front Desk Staff, Hospitality Language, Hospitality English, Hospitality Stages

THE CELEBRATION OF BON ADORI FESTIVAL IN MALAYSIA: ANALYSING THE TENSIONS BETWEEN CULTURAL AND ISLAMIC VALUES

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Abstract

Due to the spread of the Covid-19 health pandemic and the enforcement of MCO, numerous events and cultural festivals have had to be cancelled for the past two years. Yet, as Malaysia is gradually recovering and moving into an endemic stage, several cultural events and festivals have been scheduled this year. One of the festivals planned to be organised for the year 2022 was Bon Odori. Historically, it was a traditional Japanese festival in which its celebration in the country has received conflicting views among Malaysians. This paper aims to analyse the conflict surrounding the hosting of the Bon Odori festival, as reported and highlighted by Malaysian online newspapers, using a content analysis method. The findings of this paper revealed that major online newspapers published more than 100 articles revolving Bon Odori festival from June to August 2022. Qualitative analysis of these newspaper articles identified two main views about hosting this festival in Malaysia. First, as presented in some newspapers, organisers of this festival maintained that the celebration of Bon Adori in this country is a way to promote cultural exchanges between Japan and Malaysia. It allows Japanese expatriates and Malaysians to experience Japanese culture mainly through folk music, cuisines and traditional costumes. However, several religious authorities and political parties argued that Bon Odori contained traces of other faiths and could affect the purity of Islamic beliefs among Muslims. As a result, Muslims were advised not to attend and participate in this festival in Shah Alam and Penang. In short, the findings of this paper add insightful knowledge to the field of event hosting by highlighting some of the key issues pertaining to the organisation and celebration of a foreign cultural festival in the context of Malaysia, which comprises majority Muslim communities.

Keywords: Bon Odori, cultural festival, religious values, event tourism

EXPLORING FOOD SAFETY GUIDELINES FOR THE FOOD VENDOR IN THE ONLINE TAKEAWAY FOOD ORDERING PLATFORM

*Nurul Syazana Hishamuddin[1], Eshaby Mustafa[2], Muhamad Shah Kamal Ideris[3], Noor Azimin Zainol[4] & Mohamad Qamarul Sadiman[5]

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Paper ID: LTHIC14

Abstract

Since the pandemic COVID19, consumers became concerned for the safety of their environment. Among the major issue is the food safety of their daily food consumption. Many have to rely on online takeaway food ordering platforms during the pandemic and thus it has increased the popularity of the platform. However, there is still a lack of understanding regarding the food safety guidelines among the food vendors participating in online takeaway food ordering (OTFO). Thus, this study aims to explore food safety guidelines followed by food vendors participating in the online takeaway food ordering platform. The study applies a qualitative approach by using the in-depth interview to gather data related to the study. The population of the respondent is food vendors registered on any online takeaway food ordering platform in Malaysia. The finding from this study will be able to support the food safety campaigns by the Malaysian government, food service providers, and the consumer in improving the understanding of food safety practices and offers a significant implementation of regulations to manage the online takeaway food delivery services.

Keywords: Food safety, Food vendor, Online food ordering, Guidelines, Practices

LISTENING TO STUDENTS' VOICES DURING THE COVID-19 PANDEMIC: THE CASE OF TOURISM, HOSPITALITY AND EVENT MANAGEMENT STUDENTS

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Paper ID: LTHIC16

Abstract

COVID-19 has affected the ordinary lives of students, from as young as kindergarten to those in higher education. The latter has been through the process of remote learning ever since the start of the pandemic. Due to this situation students are highly at risk of not reaching the potential skills that are needed for their future careers especially those from the tourism, hospitality and event industries. The impact of COVID-19 on travel and tours had somehow affected employability and students' practical experience. However, there is a lack of investigation on the impact of this new form of education on students. Therefore, this study seeks to identify students' perceptions of COVID -19's effects towards future career and to suggest students' holistic university environment support system. Based on semi-structured interviews on 16 students from a Tourism, Hospitality and Event Management school in one of Malaysia's public universities, we found that students faced various barriers that have reshaped their views on the tourism industry, especially for their future employment opportunities. In order to provide holistic environment in a university, lecturers and technological facilities should be updated with approaches that can help new-norm education to be delivered effectively.

Keywords: Pandemic COVID-19, Holistic, Education, Perception, Challenges

ADOPTION OF DOTSTORMING TO ENHANCE PRACTICUM REPORT WRITING AMONG EVENT MANAGEMENT STUDENTS

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Paper ID: LTHIC17

Abstract

The traditional method of chalk and talk in a classroom setting is being integrated with the Web 2.0 to enhance learning for 21st-century students. This study is based on an action research project that aims to investigate challenges in preparing practicum report and to evaluate Dotstorming web tool in order to enhance practicum report writing. Utilizing multiple methods gathered from online feedback, Dotstorming participation analysis, and instructors' reflection, this paper investigates the processes by which students develop their collaborative learning to improve their practicum report writing. Throughout the project, there are five cycles involved. First cycle, an interview with 14 practicum students who are from Bachelor of Event Management (BEM), Universiti Utara Malaysia (UUM) to identify the problem they faced in order to prepare the practicum report. Following the process, three intervention cycles using Dotstorming were established to improve students' collaborative learning and report writing which represent cycle two, three and four. The last cycle is to establish an overall reflection on the innovation for practicum report writing. The findings revealed that the students' feedback on the advantages of Dotstorming in aiding practicum report writing is positive and the advantages include helping generate and brainstorm ideas. The result of this study has provided evidence for the value of Dotstorming in promoting collaborative activities and its positive influence on students' learning outcomes. Outcomes from this study can help decision-makers, researchers, and academicians to understand the potential of using the Dotstorming tool in promoting knowledge sharing and critical thinking on students' knowledge construction.

Keywords: Collaborative learning, Dotstorming, Report writing, Practicum, Event management, Action

CHOOSY OR UNQUALIFIED?: THE EMPLOYABILITY OF GRADUATES IN UNRELATED FIELDS

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Paper ID: LTHIC19

Abstract

The employability of Higher Education Institutions (HEI) graduates working in an unrelated field or outside their study is no longer a new issue discussed in the country's higher education landscape. However, it still receives the attention of several parties even though the government has moved into the endemic phase of Covid-19. These situations affect investment in education and the urgency of the workforce in specific industries such as the event industry. Undoubtedly, the event industry, categorized as a vital tourism sector, also lost its source of revenue and had to bear various business costs and expenses due to Covid-19. These also affect the marketability of event graduates when the industry forces to reduce hiring. Nevertheless, job opportunities in the event industry are becoming broader after the country's economic situation shows signs of recovery. However, as reported in the graduate's tracer study, the average Event Operation Certificate graduate at Community College who has worked was found not to work in the event-related field. Therefore, this study needs to identify why Event Operation Certificate graduates at Community College do not work in the area they have been trained. Data will collect through semi-structured interviews with graduates (alumni) of the Event Operation Certificate at Community College who graduated in 2020/2021 and identify as not working in the field. The data obtained will be analyzed using thematic analysis. The interview results will expect to answer the research questions.

Keywords: Graduate's employability, Higher education, Event operation Certificate, Event industry

COVID-19: A PRELIMINARY STUDY ON SURVIVAL STRATEGIES, CHALLENGES AND LESSON LEARNED FROM THE PERSPECTIVE OF ADVENTURE TOURISM OPERATORS

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Abstract

In the era of 2000's, outdoor recreation was something that only university students and people who had just finished studying were active in. In 2015, a very drastic development where outdoor recreational activities such as hiking, trekking, or cycling have begun to affect all generations from primary school, secondary school to the retired. It is a very positive development where people have started doing healthy activities. There are families who have started taking their children hiking even if it's just a walk in the park. Corona Virus Disease 2019 (COVID-19) has led to Movement Control Order (MCO) in which outdoor or adventure tourism activities are unable to be conducted. Most of all the activities need to postpone and operators need to think of survival strategies on how to maintain their business. This preliminary research used semi-structured qualitative interview. The respondents are chosen from adventure tourism operators in Malaysia who have more than 5 years' experience in the field. Thematic analysis was used to analyse the data. According to data analysis, there are three main survival strategies done by the adventure tourism operator in order to combat with the COVID-19 situation. Aside from that, they also faced few challenges and came out with solutions on how to improve their business as the effect of this pandemic.

Keywords: Adventure tourism, COVID-19, Survival strategies, Challenges, Lesson learned

ZOO TOURISM: A NETNOGRAPHIC EXAMINATION OF VISITORS' MEMORABLE EXPERIENCES

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Paper ID: LTHIC21

Abstract

Zoos are one of the most visited tourist attractions worldwide. Zoos are not just places where animals are kept and displayed for educational purposes, but also act as centres for biodiversity research and conservation efforts. This paper is a work-in-progress in which netnography will be used to explore visitors' memorable experiences when visiting Zoo Negara Malaysia. Customer-generated content on TripAdvisor will be analysed to identify the different components that contribute to these experiences. Keywords such as memorable, unforgettable, wonderful, amazing and fun will be used to gather the online narratives. It is expected that the findings would reveal different components that contribute towards visitors' memorable experience. As such, in terms of managerial implications, this research could assist Zoo Negara Malaysia in understanding how visitors evaluate their visit and provide insight into how zoological facilities and services could be better managed to increase visitor numbers.

Keywords: Animal-based attraction, Zoo tourism, Tourism experience, Netnography

EXPLORING THE ROLES OF TOUR GUIDES AT HERITAGE WALKING TOURS IN KUALA LUMPUR

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Paper ID: LTHIC22

Abstract

Tour guides play crucial roles in enhancing visitor experience at cultural heritage attractions. In fact, they have to deal with various aspects of the tours including performance, mobility, place, information, and duties to the employers. Due to the complexity of their roles, it is significant to explore topics in this area. Although several studies have investigated the topics related to tour guides, there is limited research examining their roles in the context of heritage walking tours. Hence, this paper aims to explore the roles of tour guides at heritage walking tours located in Kuala Lumpur. Semi-structured interviews were employed to gather data from eleven tour guides. The interview sessions with these participants were carried out from January to April 2022. Based on the thematic analysis, four broad roles have been identified. These roles include image maker, mediator of understanding, tour coordinator and influencer. In general, findings of this paper showcase the ability of tour guides in undertaking multiple roles to enrich visitor experience. Additionally, tour guides viewed themselves as an influencer with the duty of sharing their expertise and experiences with the junior guides. Overall, the findings of this paper add to the existing knowledge on the complexities of the roles of tour guides by revealing that their tasks extend beyond the guide-to-visitor interaction to include role directed towards their fellow colleagues.

Keywords: Tour guide roles, Heritage walks, Walking tours, Kuala Lumpur

A COMPARATIVE STUDY OF BIBLIOMETRIC AND VISUAL ANALYSIS OF CHINESE AND ENGLISH LITERATURE ON SENIOR TOURISM

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Abstract

As China's economy continues to improve, more and more Chinese seniors are choosing travel as an important leisure activity, and accordingly, more and more researchers are focusing on senior tourists as an important tourism market. However, not many studies have been conducted from the perspective of bibliometrics and visualization studies, especially the comparative studies through English literature and Chinese literature. In this study, we applied Citespace software to find English literature related to senior tourism through Web of Science and Chinese literature through CNKI, the most authoritative Chinese database in China, to comprehensively and systematically analyse the similarities and differences between Chinese and foreign research on senior tourism themes, research trends, research methods, and other research. Such a study can provide a better global view for Chinese scholars and related companies studying senior tourism, and also help non-Chinese scholars and related industries to better understand the state of research on senior tourism in China, so that they can learn from each other and complement each other's strengths.

ASSESSING THE TOURISM POTENTIALS OF KOTA MARUDU AND ITS SURROUNDING VILLAGES, SABAH, MALAYSIA.

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Paper ID: LTHIC25

Abstract

Assessment of tourism potential is an important aspect of tourism development. This paper examines and identifies the natural resources in and around Kota Marudu focusing on potential rural tourism destinations. The assessment framework is developed from the perspective of tourist demands. This study classifies the tourism potential based on two indicators, namely natural resources (14 items) and historical values (10 items). Cumulative scores are ascertained via applying the Weighted Sum Model (WSM). Consequently, 8 tourism potential sites are recognized based on their natural attractions and historical values. The results also show that Kota Marudu has the highest potential score for natural attraction diversity. Based on valuable information pertaining to Kota Marudu's potential tourism development this study proposes certain planning strategies to tap its diverse range of natural resources and the rich cultural traits of its village communities.

MUSLIM FRIENDLY ACCOMMODATION: ENHANCING SERVICE QUALITY FOR CUSTOMER SATISFACTION

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Abstract

Muslim Friendly Accommodation (MFA) is considered a new direction to capture the market among Muslim travelers. Consecutively, service quality is a significant concept related to consumer behavior which intertwined with behavioral intentions and satisfaction concepts. The relationship between service quality and customer satisfaction is considered an important strategy because MFA has become an alternative way for the tourism industry to generate profit. This study aims to examine the service quality elements in relation to customer satisfaction in the MFA context. 150 questionnaires were distributed to the budget hotel customers in Langkawi Island, Malaysia, representing the MFA sector. The findings showed that SERVQUAL's element of tangible, empathy, and responsiveness are the main elements influencing customer satisfaction in the MFA context. Thus, hotel's physical facilities and equipment should be in perfect condition with the staff being well trained to attend and be aware of customers' requests and needs in a specific time frame.

EXPLORING RESIDENT SUPPORT FOR HALAL TOURISM SUSTAINABILITY DURING COVID-19

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Paper ID: LTHIC27

Abstract

This conceptual paper focuses on the Halal tourism industry in Malaysia which plays a crucial part in Malaysia's tourism industry. Halal tourism is one of the most important economic sectors in which sustainability has become increasingly important. The sustainability of Halal tourism will not succeed without the active support of residents, however studies on residents' support towards Halal tourism sustainability is still particularly limited. Thus, it is important to sustain Halal tourism in Malaysia by obtaining the residents' support, whereas the pre-presumed elements that may influence the residents' support towards Halal tourism sustainability are urgently required. Unfortunately, the rapid spread of the COVID-19 outbreaks had brought huge losses towards the Halal tourism industry, in terms of cancellation of all related activities concerning travel, tours, and accommodation. Therefore, the main aim of this conceptual paper is to explore the existing knowledge of Halal tourism sustainability by examining the residents' support towards Halal tourism development and determining how their support is influenced by pre-presumed elements during this COVID-19 pandemic. In beneficial to fill this gap, a qualitative research with an exploratory approach will be deemed applicable to be conducted to investigate this scenario. The data collection will be based on qualitative inquiry and feedback will be collected through in-depth semi-structured interviews among 15 to 20 informants who are directly involved with the practice of Halal tourism. Informants will be selected using purposive sampling from three different zones in Peninsular Malaysia. Significantly, this study will serve as a starting point for more directed research in halal tourism sustainability.

Keywords: Halal tourism, Sustainability, Resident support, COVID-19

CRITICAL SUCCESS FACTORS FOR HOTEL SURVIVAL AT WARTIME IN YEMEN

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Paper ID: LTHIC28

Abstract

Hospitality industry is very sensitive to the political and economic crises compared to other economic industries, and the impact of these crises is wide and complex especially during the war as they have a massive impact on hotels' survival. This study aims to discover the critical success factors which help hotels in Ibb City to survive in such times of crises in Yemen. This study adopts a qualitative case study approach. Data were obtained through an in-depth face to face interviews with experts in the hospitality management, specifically, the general managers in four-star hotels in Ibb City. The data gathered was analysed using thematic content analysis. The results reveal that the critical success factors for hotel survival were strategic-location, grand opening, good reputation, customer loyalty, experienced staff, quality service, ownership of hotel real estate, and pricing policy. This study also discovered the need for hospitality managers to select the new markets during crises and then adapt the hotel business strategy based on the new target markets. In addition, the hospitality managers must select the strategies that suit the environmental situation for survival and sustainability. Finally, the results of this study yield valuable practical and theoretical insights to guide hospitality managers towards business adaptation for survival by highlighting critical success factors and its implications for hotel performance in the long term.

Keywords: Ibb Yemen, Hospitality firms, Crisis, War, Survival, Adaptation

OVERSHARING: THE MODERATING EFFECTS OF GENDER INFLUENCES TOWARDS SHARING INTENTION ON INSTAGRAM DURING TRAVEL

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Paper ID: LTHIC29

Abstract

With the development of social media platforms based on the Internet, travellers can now easily and rapidly share their travel experiences. There is also a trend that goes viral which influences other tourists to visit the destination and they too tend to post on their social media to keep updated. Oversharing vacation plans can endanger oneself, colleagues, company data systems, property, and even loved ones. Similarly, broadcasting to the world that the home is empty raises the likelihood of a break-in. Furthermore, showing people what valuables and electronic devices that are carrying may jeopardise the safety of such objects. It may even put oneself at risk of being abducted in exchange for a ransom from one's employer. Finally, social media posts can be used to enable identity theft and to carry out social engineering attacks on businesses. With its precise target user location, Instagram allows users to create photographs and videos and post them on other networks. Many researchers have been involved in studies on Instagram's evolution from various perspectives. This study aims to investigate gender influences and sharing intention on Instagram that can lead to risk in terms of safety caused by oversharing. It is a major issue on social media platforms, because "posting oneself online" is easy. The variables of this study are intrinsic motivation, extrinsic motivation, gender influences, risk perception, and sharing intention. This study performs an online survey that targeted 58 Malaysian tourists above 18 years old by using the Green (1991) method to test all the variables, especially the predictors. In analysis, this study used Statistical Package for the Social Sciences; IBM SPSS 28. The test will be Cronbach Alpha, descriptive analysis, data normality, mediator, mediating and hypothesis testing. A self-administrated questionnaire with 5-Likert scale questions will determine the result of all the testing.

Keywords: Social media, Motivation, Travel, Safety, Risk, Sharing, Experience

DESIGNING THE EVALUATION FRAMEWORK FOR HERITAGE INTERPRETATION IN GEOPARK TRAIL AT LANGKAWI GEOPARK

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Paper ID: LTHIC30

Abstract

Interpretation is a critical tool for integrated tourism management, with increased potential for use in managing visitor volume, behaviour, and impact, as well as improving the visitor experience. It translates technically or scientifically complex information into language and ideas that non-experts can readily understand. Interpretation service of nature-base-tourism or integrated as geopark often offer in the form of face-to-face or none face to face (visual). A specific study was conducted for a geoparks interpretation that communicates the geological, biological and cultural elements of a site. The study that seeks to ensure high-quality service and continuous improvement in interpretive services needs a consistent framework for monitoring and evaluating on a regular basis. Therefore, this study proposed a process of designing an evaluation framework for the geopark through heritage interpretation based on the geopark trail in Langkawi UNESCO Global Geopark. Using the content analysis study on a series of literature in nature-based tourism and field observation, the study highlighted the significance of management, information, and communication systems, as well as visitor criteria, in developing the interpretation evaluation for the geopark trail in Langkawi UNESCO Global Geopark. The outcome of this study will benefit the interpretation services provided by geoparks across the country as well as the region.

Keywords: Heritage interpretation, Geopark trail, Interpretation evaluation

EXPLORING THE DEVELOPMENT OF MUSLIM-FRIENDLY SPA AND WELLNESS IN THE TOURISM INDUSTRY

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Paper ID: LTHIC31

Abstract

The spa and wellness industry is growing as there is increase of awareness on health and social wellbeing globally. This industry provides opportunities not only to the local community but also beneficial to tourists while on vacation hence expanding the development in tourism industry. The Muslim-friendly spa is a new niche market segmentation that focuses on the Islamic teachings and Shariah compliance to cater the needs and preferences of Muslim tourists. Given that Malaysia is a leading Muslim-friendly tourism destination capable of providing a wide range of Halal services and products to tourists, Muslim-friendly spas have been identified as one of the essential services that should be included in tourism supplies. However, this industry is often overlooked with lack of research being done to identify the level of its implementation and position in the tourism industry. This paper identifies various conceptualizations of Muslim-friendly wellness and spa and then argued the aspect of interest is best addressed in terms of particular concepts or theories. Other than that, a SWOT analysis to examine the stage of positioning Muslim wellness and spa in the tourism industry, particularly in Malaysia. The findings of this paper will add to the body of knowledge and may pave the way for further research into the application of the Muslim-friendly spa concept. Besides, the paper provides several suggestions and recommendations on how to position Muslim wellness and spa to boost Malaysia's tourism industry.

Keywords: Wellness tourism, Spa tourism, Muslim-friendly spa, Muslim-friendly tourism, Malaysia

A CASE STUDY ON FACTORS INFLUENCING MALAYSIAN TOURISTS' TRAVEL BEHAVIOUR INTENTIONS DURING POST COVID-19

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Abstract

The contagious COVID-19 pandemic has tremendously impacted the tourism sector. The worldwide movement restrictions implemented during the pandemic had once stopped the international travel and changed the tourists' travel behaviour. Tourism Malaysia had reported great decrease in country's tourism revenue in the year 2020 and 2021 resulting from the COVID-19 hits. In response to its catastrophic effects on tourism performance, domestic tourism has been the main focus to draw tourists' attention under the hazards of uncertainty. In this context, the stakeholders' understanding of Malaysian tourists' travel behaviour intentions following this catastrophe is vital to develop the long-term tourism recovery strategies and its sustainability way forward. Studies which attempt to discover the tourists' travel behaviour intentions, especially in light of COVID-19's unprecedented influence for Malaysian are still very limited. This study therefore investigated the factors that affected the Malaysian tourists' travel behaviour intentions after COVID-19 pandemic crisis. Relying on the enhanced Theory of Planned Behaviour, the factors constraining travel such as attitudes, subjective norms, perceived behaviour control, and perceived risk in which highly related to tourists travel behavioural intention were selected. Through quantitative research approach, questionnaires were distributed to Malaysian tourists. The total sample size of this study is 300 respondents. The finding demonstrated that most of the Malaysian tourists' travel behavioural intention were affected by attitudes, subjective norms, perceived behaviour control, and perceived risk. However, perceived behaviour control showed to have greatest impact on Malaysian tourists' travel behaviour intentions, followed by attitude, subjective norms, and perceived dangers. This study provides information for tourist sector authorities or stakeholders to establish targeted marketing or promotional strategies on the factors that have a significant influence on the endeavour to revive tourism following COVID-19.

Keywords: Extended Theory of Planned Behaviour, Travel behavioural intention, COVID-19, Influencing factor

EXPECTATIONS OF INTERNATIONAL TOURISTS TOWARDS SATUN UNESCO GLOBAL GEOPARK

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Abstract

The expectation is generally referred to a prediction in the mind of the tourists about the anticipated results of the products/services in the future. The expectations of tourists are the reflection of their experiences. Most people take part in leisure travel to meet multiple expectations. Expectation is about the image, atmosphere, beauty, facilities in tourist attractions and the services received from those attractions. This paper reviewed the literature based on expectations of the tourists towards Satun UNESCO Global Geopark. A quantitative research design was applied. The sample consisted of 300 international tourists who wish to travel to Satun UNESCO Global Geopark. Questionnaires were used to collect data. The statistics used in the data analysis were percentage, mean, and standard deviation. The results showed that expectation of international tourists towards Satun UNESCO Global Geopark is at a high level. The study found that tourists had the highest expectations in terms of tourist attractions expectations (=3.52), followed by service expectations (=3.44) and facilities expectations (=3.38). These findings can be used to improve and develop tourism services in various fields, which will bring tourism services to go beyond expectations of tourists to make the most impression and provide the most satisfaction. Moreover, this finding is useful for improving the image of Satun UNESCO Global Geopark.

Keywords: Expectations, Satun, UNESCO, Geopark, International Tourist

THE INTERPRETIVE DEVELOPMENT PLAN FOR COMMUNITY BASED TOURISM AT KEPULAUAN TUMPAT KELANTAN

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Paper ID: LTHIC34

Abstract

Malaysia's community-based tourism (CBT) concept is increasing, especially in rural communities, to develop their natural and cultural assets into tourism activities for the community's benefit. In such a necessity, interpretation media is one of the ways to enhance the visitor's experiences by allowing them to explore the concept of CBT within their respective areas. The interpretation enormously helps in translating all complexity of technical or scientific information into the most straightforward language and ideas that non-experts can readily understand. It is a practical introductory medium for visitors to understand such places. Kepulauan Tumpat is one of the potential areas for CBT in Kelantan. With the various resources such as local culture, natural environment, traditional cuisines and crafts, it can be one of the main tourist attractions. However, this area does not have any interpretation medium to promote and enhance the visitor experience. Therefore, the objectives of this study are 1) to identify the existing resources of community-based tourism in Kepulauan Tumpat, 2) to determine the potential interpretation theme for CBT activity at Kepulauan Tumpat and 3) to develop an interpretive plan for Kepulauan Tumpat, Kelantan. Structured observation using inventory form has been conducted for data collection. As a result, eight (8) checkpoints have been determined to develop an interpretive plan for CBT in Kepulauan Tumpat. The proposal for the interpretive development plan was formed while considering the distinctiveness of the local community's culture and their natural surroundings. Besides that, it will also enhance the visitor experience in CBT and give an overview for Kepulauan Tumpat's local community and related agencies to make decisions in planning their tourism activity.

Keywords: Interpretation, Interpretive plan, Community-based tourism

EXPLORING RECOMMENDATIONS FOR FAVOURABLE SERVICE EXPERIENCE BASED BY INTERNATIONAL MUSLIM TOURISTS IN MALAYSIA

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Paper ID: LTHIC35

Abstract

Service offered from hoteliers has a great impact on the service experience of international Muslim tourists. The complexity of service cases which do not meet the needs of international Muslim tourists has caused some hoteliers to receive less attention from them. Thus, there is good opportunity especially for the hoteliers in Malaysia to get a place in the international Muslim tourists market by fulfilling their needs. Thus, this research aims to explore the tourists' visit experience in knowing their needs while traveling because it is one of the contributors to loyalty. Further, this research explores the suggestion for improvements to meet the needs and thus regarded as favourable based on the international Muslim tourists' perspective. Qualitative method was used for this study where fifteen international Muslim tourists were interviewed. The data gathered indicates that the majority of these international Muslim tourists seek convenient facilities and emphasised on cleanliness issues during their travel. The participants also highlighted regarding the improvement on service offered to increase their needs. These improvements include improving the hotels' facilities and amenities, improving the cleanliness and quality of services provided, and acting on customer feedback. This paper has potential for future growth as participants stated that the service offered is important because it can give them satisfaction and directly lead them to be loyal to the hotel during travel, thus increase the hotels' profit.

Keywords: International Muslim tourists, Service experience, Favourable experience, Recommendations

LEADERSHIP STYLES AND THE PERFORMANCE OF THE COMMUNITY-BASED HOMESTAY PROGRAMMES IN LANGKAWI ISLAND

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Abstract

The community-based homestay programme (CBHP) in Malaysia aims to encourage social inclusivity and economic prosperity through voluntary active participation among rural communities. This initiative by the Ministry of Tourism, Arts and Culture (MOTAC), acts as a platform for villagers to promote their villages and surrounding attractions to domestic and international tourists, and in return they gain supplementary income. However, the hosts of CBHP in Langkawi Island were unable to significantly generate supplementary income. This circumstance leads them to exit from the programme, which affects the sustainability of this programme. The CBHP is led by a villager, who lives in the homestay village. Generally, the performance of CBHP relies on the leader in leading and influencing the homestay hosts. Hence, this qualitative study aims to explore the leadership styles of the leaders and the performance of the three active homestay villages in Langkawi - Homestay Desa Wang Tok Rendong, Homestay Kampung Padang Lalang, and Homestay Pulau Tuba. A total of thirteen respondents, including ten hosts and three leaders were selected through a purposive sampling technique. A semi-structured in-depth interview was conducted to ascertain primary data. Relevant supplementary documents were analysed to provide secondary data. It was found that the leader's vision, decision-making, and the leader-host relationship were associated with the leadership styles of these leaders. Through their leadership, the performance of CBHP in their villages was indicated by the cooperation and networking, the efficient utilisation of resources, and the volume of tourist arrivals and total income. It is recommended that homestay training, courses and seminars organised by relevant government agencies for homestay hosts should also include leadership modules which emphasise suitable leadership styles to increase the performance and sustainability of CBHP.

Keywords: Community-based homestay programme, leadership style, performance, rural development, Langkawi and qualitative

RESIDENT SUPPORT TOWARDS CULTURAL FESTIVALS AS A TOURIST ATTRACTION: A SYSTEMATIC REVIEW OF CURRENT LITERATURE

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Abstract

This paper explores the formation of resident support towards the use of festivals as tourist attractions. In doing so, it hopes to provide a clear idea about the connection between residents and festivals in tourism development at a particular tourism destination. Current literature shows that resident support towards events is fostered by various antecedents such as economic gains, perceived benefits, level of community attachment, community participation, and quality of life. Methodologically, this paper aims to systematically review past studies to help the authors produce a holistic understanding on the antecedents of resident support towards festivals as a tourist attraction. To this end, the authors examined Scopus, Science Direct, and Google Scholar to select related articles including some selected manually. All the related articles were subjected to a thorough and systematic quantitative review and content analysis. By identifying the main research gaps, the paper proposes a new model of antecedents for resident support towards the use of festivals as a tourism attraction. Finally, this paper provides theoretical implications to fill the gaps in previous research. It also offers valuable insights in promoting resident support for festival development. Essentially, the results of this study also provide a complete summary of studies related to resident support towards festival tourism that received less attention in the past as compared to other types of tourist attractions.

Keywords: Resident support, festivals, tourist attraction, systematic literature review

THE USE OF PUBLIC FOOD TASTING (PFT) AS AN ALTERNATIVE ASSESSMENT IN PRINCIPLE FOOD PREPARATION COURSE

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Abstract

Assessment in higher education is crucial to ensure the teaching and learning evaluation to meet the projected Outcome Based Education (OBE). Adjusting appropriate assessment during online classes due to Covid-19 outbreak and bias issues has initiated this study to revise existing peer evaluation with public food tasting (PFT). This study intends to explore the process and impact of PFT for the Principle Food Preparation course. Action research and qualitative methodology were used for this study. Interviews, reflection and surveys were used to gain insights on issues, feedback and benefits of this new assessment technique. Triangulation data sources from the student, instructor and anonymous evaluators were deployed to enhance research trustworthiness. The finding discovered that the assessment from anonymous evaluators tends to be less biased, valid and reliable. In addition, a new rubric for PFT grading has been produced after three cycles of evaluation along the action research process. This study conceives that PFT is a reliable and valid assessment technique to regress bias issues for the culinary course during online classes. This study ought to be the first action research conducted to assess PFT as modern pedagogy in culinary education.

Keywords: Open food tasting, alternative assessment, food evaluation

THE UTILISATION OF SOCIAL MEDIA FOR MARKETING OF THE RURAL HOMESTAY PROGRAMME IN THE NORTHERN REGION OF PENINSULAR MALAYSIA

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Abstract

The rural community-based homestay programme in Malaysia provides a unique, educational opportunity for tourists when they can stay with local people and experience the local culture and lifestyles in rural areas. As an alternative accommodation, the homestay programme benefits the local people as it has the potential to provide additional income. However, the lack of marketing and promotion by the homestay programme has reduced the potential economic benefits. Particularly during the pandemic Covid 19, the use of technology has increased tremendously to market, promote and sell tourism products. However, the community-based homestay operators were incapable of utilizing current technology such as the social media platform as part of their marketing and promotional strategy. This paper discusses the extent to which homestay programmes in the Northern Region of Peninsular Malaysia utilise social media for marketing purposes. Data were gathered from 42 homestay villages' online platforms such as Facebook and Instagram. It was found that although social media platforms have marketing features that can be utilised by homestay hosts in promoting and enhancing their existence in the market, they did not fully utilize the capability of social media. Therefore, it is recommended that the basic training module which is compulsory for the homestay hosts should also integrate the application of social media for marketing purposes.

Keywords: Homestay programme, rural development, social media, community development, Malaysia

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